Ahmed Mohamed Hassan

ahmad.hassan.abdelmoaty@gmail.com
+20 111 952 3790
Maadi, Cairo

Summary

Detail-oriented UX/UI Designer with 6 years of hands-on experience designing intuitive, user-centered digital products. Proven expertise in creating high-fidelity prototypes, wireframes, and design systems that enhance user experience and drive product success. Skilled in balancing business goals with user needs, collaborating closely with cross-functional teams, and delivering pixel-perfect designs from concept to development. Passionate about front-end technologies and modern frameworks like Next.js, with a growing interest in performance optimization and server-side rendering. Strong foundation in user research, interaction design, and responsive UI development.

Education

Bachelor of Computer Science

Misr International University • Obour City, Al Qalyubia Governorate
07/2021

Experience

Senior Product Designer

Verto Technologies • Cairo, Egypt
01/2023 - Present

- Led the design of multiple SaaS products, dashboards, and landing pages, with a focus on usability and scalability.
- Designed Swiftrise, an award-winning platform (Gold at EventX).
- Built and maintained design systems to support product consistency.
- Collaborated with major clients including Kingdom Centre, ZATCA, DRDC, and Showtime KSA.

Senior UX/UI Designer

EZeats • Part-time • (F&B Tech - Egypt & Morocco)
04/2024 - 01/2025

- Designed and launched ez-eats.com end-to-end.
- Led UX/UI for 3+ mobile apps, including the flagship EZeats app (iOS & Android).
- Created a fully responsive POS platform and its supporting design system.
- Delivered multiple analytics-focused dashboards for internal and partner use.
- Managed and mentored a team of 2 junior designers.

Senior UX/UI Consultant

Sure Global Technology SGT • Part-time • Cairo, Egypt
01/2024 - 01/2025

- Led the design team for both mobile and web versions of the Enjoy SA platform.
- Designed the official website for the General Entertainment Authority (GEA).
- Collaborated closely with GEA and Enjoy SA teams through daily standups and agile sprints to align design and development workflows.

UI/UX Designer

JPadel • Cairo, Egypt
01/2020 - 08/2022

- Designed the MVP of the JPadel mobile app, successfully launched on iOS and Android.
- Added key features post-launch, including leaderboards, loyalty programs, and analytics dashboards.
- Participated in agile sprints and daily standups, collaborating closely with product and development teams.

Freelancing Projects

Beltone Mortgage (Beltone Holding) – Egypt

- Designed the Beltone Mortgage App, launched on iOS and Android, streamlining the loan process with a clean, user-friendly interface.

Orbs SA (Telehealth Platform) – Saudi Arabia

- Designed a full-featured multilingual telehealth app with two distinct user flows for patients and doctors.
- Applied UX best practices including user journeys, benchmarking, and usability-driven design.
- Delivered a fully interactive prototype with support for light/dark mode and seamless cross-platform experience.

Techno & Chill – Paris & US

- Led UX/UI design for multiple event-focused features, including ticketing flows, schedules, and artist lineups.
- Redesigned the homepage to improve conversion and showcase events dynamically.
- Created internal dashboards for event management and analytics, ensuring usability across teams.
- Delivered responsive, scalable designs with a strong focus on brand identity and user engagement.

UVF Group – Egypt

- Designed the full UX/UI for UVF Group's corporate website, aligning with their cinematic brand identity and content-heavy structure.
- Delivered a fully responsive interface with clear navigation, immersive visuals, and optimized user flows for production catalogs and cinema listings.
- Created a developer-ready design system and high-fidelity Figma prototype, later implemented using Next.js.

Skills

- **Figma**: End-to-end design including wireframing, interactive prototyping, UI design, component libraries, and design systems
- **User Experience (UX)**: User research, personas, journey mapping, usability testing, heuristic evaluation
- **User Interface (UI) Design**: Responsive web and mobile design, mobile-first approach, accessibility (WCAG), visual hierarchy
- **Design Systems**: Scalable UI architecture, atomic design principles, component-based design
- **Frontend Understanding**: HTML, CSS, JavaScript basics, React fundamentals, Next.js routing & SSR concepts
- **Tools & Platforms**: Zeplin, Miro, Notion, Jira, Trello

Certificates

- Nanodegree in Advanced User Experience Design, Udacity, 2022
- Nanodegree in React, Udacity, 2022

Languages

Arabic, English

Connect

- **LinkedIn**: https://www.linkedin.com/in/ahmedhassanabdelmotay
- **Behance**: https://www.behance.net/ahdev
- **Portfolio**: https://www.ahmedhassan.dev