

Ayman Ezzat

Senior UX, digital & graphic designer

Bē Behance portfolio

in LinkedIn profile

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Iconic In

- Applying principles of user experience on the project “website or app” & designing the wireframes using tools like Omnigraffle & others.
- Designing UI for any digital output (web, mobile & desktop).
- Designing Branding & Corporate identities.
- Designing print materials (BTL & ATL).
- Designing motion graphics & Visual effects (flash & power point presentations, etc.).
- Designing creative online ads & banners for social communities like facebook & others like google ads, websites’ ads, etc.).

Experience

Current
Senior digital & Graphic Designer
eSR | Saudi SW solutions company
Designing UI & UX application for the Ministry of Interior & all required stuff in terms of digital & graphic work

Aug 2013 | Jan 2015
Art Director
Oteena | Egyptian retail company
Designing artworks for Samsung, Microsoft, Carrefour, Olkya, Oteena & others.

Aug 2012 | Aug 2013
Senior Web & Graphic Designer
Naseej | Saudi SW solutions company
Designing artworks for Ministry of Defence “Saudi Arabia”, Darah of King Abdul Aziz, Um ElQura newspaper & others.

Feb 2011 | Aug 2012
Senior Creative Designer
Erteqaa | Egyptian creative studio
Designing artworks for Serry Design, HyperOne, Giza Systems, RAYA “IT Services” & others.

Jan 2009 | Feb 2011
Senior Web & Graphic Designer
Interchange Tech | Canadian SW solutions company
Handled accounts in Canada specially in motorcycles industry.

Nov 2005 | Jan 2009
Web & Graphic Designer
Wise MA | Egyptian creative agency
Designing artworks for LTC, Juhayna, Future Control, Future Group, Transparent Pro & others.

About

Senior UX, UI & graphic designer with more than 8 years experience in the Digital/Graphic Design field, searching for creativity, design creative concepts & perfect layouts, trying to be part of the successful stories.

Skills

- Sketching
- Creative thinking
- Eye on details
- Time management
- Hard worker
- Follow latest trends
- Fast Learning
- Team player
- Photography
- Deliver project from A to Z

Applications



Development

XHTML, HTML5 CSS2, CSS3 JQuery ActionScript XML

Education

2014 - 2015 “expected”
Master degree in Visual Communication
Paramount California University | USA

2000 - 2004 “grade: Good”
Bachelor degree in Management Information System
Sadat Academy (SAMS) | Egypt



Certificates

TOEFL exam (Local)
Ain Shams University, Egypt | 2004

UX for the Web
Open2Study | 2014
Backed by Open Universities Australia (OUA)

Introduction to Web and eCommerce UX Design
Udemy | 2014

Courses

1. Advanced Photo Manipulation 
2. Introduction to Motion Graphics 

Languages

- Arabic (mother tongue) - English (very good)

Responsibilities per job

Current

Senior digital & Graphic Designer

eSR - eSolutionsRoad | Saudi SW solutions company

- Working on the big projects with the ministries in KSA, the role is to handle the UX, UI, digital work & graphic work that engaged with the projects.
- Handle workshops with the project's users to ensure that we are as a team on the right track in terms of the User Experience & the User Interface.
- Creating brief documents and descriptive documents that explains the new UX and UI used in the project.
- Designing presentations (flash - powerpoint) that attract the users & showing the capabilities of the new system.
- Giving support to the other teams either in the business analyst team or the technical team.
- Engaging with others to solve the problems even if not in the UX or the UI.
- Creating artwork like logos, corporate identities, brochures, etc.

Aug 2013 | Jan 2015

Art Director

Oteena | Egyptian retail company

- Implementing & designing the UX (User Experience) for the company's websites to be more usable & professional.
- Designing the UI for the company's websites & convert it to HTML & CSS if required.
- Designing all marketing materials like brochures, products' posters, ads, flyers, pop ups, Booths' banners etc.
- Designing the new brands' logo & the required materials like brand's stationery, company profile, catalog etc.
- Designing motion graphics like presentations & animated ads.
- Designing the social media ads, banners & images to be in the same level as the other artworks.
- Photographing the products, editing images & retouching
- Meeting the marketing team, sales team & top management to discuss the new requirements & take the mission from A to Z to provide a creative work.
- Providing any required artworks for any department in the company.
- Manage a team consists from "graphic designer, copy writer & social media specialist" to ensure that we are all on the same page.
- Searching for the new trends & concepts around the world to apply it if applicable in our company.
- Attend meetings with other outside teams like the development company, print agency to ensure that all the work has been done as required.
- Writing reports to the operation manager & the top management, these reports are showing the status of the projects & business In addition to what will be accomplished in the coming period.
- Providing solutions to enhance the company's brand.

Aug 2012 | Aug 2013

Senior Web & Graphic Designer

Naseej | Saudi software solutions company

- Implementing & designing the UX (User Experience) for websites, mobile apps & web apps.
- Documenting & explaining the user experience to ensure that what we did is fully understood by the client.
- Designing the UI for websites, mobile apps & web apps, convert the PSDs to HTML & CSS if required.
- Designing marketing materials like brochures, flyers, etc.
- Designing new brands' logo & the required materials like brand's stationery, company profile, catalog etc.
- Designing the demos, these demos are showing work we have done to the client & ensure it will be simple & creative to match the work.
- Designing motion graphics like animated ads banners.
- Helping the other teams like development team, UI development team in their work by providing solutions if they faced any problems.
- Editing images & retouching.
- Providing any required artworks for any department in the company.
- Searching for the new trends & concepts around the world to apply it if applicable in our company.
- Writing reports to my team leader, I mention in these reports where are we as a team & my status in the team.
- Providing solutions to enhance the company's brand & the company can choose it or refuse it.

Feb 2011 | Aug 2012

Senior Creative Designer

Erteqaa | Egyptian creative studio

- Providing a full creative services to our clients to keep them happy & satisfied with our agency.
- Implementing & designing the UX (User Experience) for websites, mobile apps & web apps.
- Documenting & explaining the user experience to ensure that what we did is fully understood by the client.
- Designing the UI for websites, mobile apps & web apps, convert the PSDs to HTML & CSS if required.
- Designing marketing materials like brochures, flyers, posters, ads, etc.
- Designing new brands' logo & the required materials like brand's stationery, company profile, catalog etc.
- Designing the demos, these demos are showing work we have done to the client & ensure it will be simple & creative to match the work.
- Designing motion graphics like presentations & animated ads.
- Designing flash banners, Ads & gif ads.
- Helping the other teams like development team, UI development team in their work by providing solutions if they faced any problems.
- Writing technical proposals to be introduced to the clients.
- Editing images & retouching.
- Providing any required artworks for any department in the company.
- Searching for the new trends & concepts around the world to apply it if applicable in our company.
- Manage the teams when working in a project to ensure that we deliver on time & solve any issue.
- Working as a project manager in some projects to follow up with the teams & the client.
- Meeting clients & discuss with them what we can offer & showing the demos for them also.
- Writing reports to the general manager, I mention in these reports where are we as a team & my status in the team.
- Providing solutions to enhance the company's brand & the company can choose it or refuse it.

Jan 2009 | Feb 2011

Senior Web & Graphic Designer

Interchange Tech | Canadian software solutions company

- Implementing & designing the UX (User Experience) for websites & web apps.
 - Designing the UI for websites & web apps, convert the PSDs to HTML & CSS if required.
 - Designing marketing materials like brochures, flyers etc.
 - Designing new brands' logo & the required materials like brand's stationery, company profile, catalog etc.
 - Designing flash banners.
 - Helping the other teams like development team, UI development team in their work by providing solutions if they faced any problems.
 - Editing images & retouching.
 - Providing solutions to enhance the company's brand & the company can choose it or refuse it.
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Nov 2005 | Jan 2009

Web & Graphic Designer

Wise Marketing and Advertising | Advertisign agency in Egypt

My job role included

- UI/UX design (websites & web applications)
- Marketing materials design
- Initiate concepts & develop it
- Motion Graphics
- Corporate Identities design