

Ahmed Khaled El Adawy

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SUMMARY

Results-driven UX/UI Designer with **5+ years of experience** creating intuitive, user-centered experiences. Skilled in wireframing, prototyping, and research, focusing on usability, accessibility, and data-driven design to deliver high-quality products. Proficient in **Figma, Sketch, Adobe XD**, and **design systems**, collaborating seamlessly with developers and stakeholders to deliver high-quality, engaging products.

EXPERIENCE

UX/UI DESIGNER

Motoholics

October 2020 - August 2022, Alexandria, Egypt

- Designed **user-friendly** interfaces and **engaging visuals**, blending **UX principles** with strong graphic design aesthetics, which led to a **20% increase** in user retention and a **15% improvement in customer satisfaction scores**.
- Collaborated with cross-functional teams to deliver seamless **user experiences across web, mobile, and print**, resulting in a **30% faster time-to-market** and a **20% increase** in cross-platform user satisfaction.
- Developed **wireframes, user flows, and high-fidelity mockups** that streamlined the design process, reducing stakeholder feedback cycles by **20%** and improving team alignment on project goals.
- Presented **design solutions** and **rationale to clients** and **internal teams**, incorporating feedback for iterative improvements.

UX/UI Designer

Alpha Ralph

February 2023 - February 2024, Cairo, Egypt

- Designed intuitive and user-centered interfaces using **Figma**, resulting in a **25% increase in user engagement** and a **15% improvement in usability scores** based on post-launch feedback.
- Conducted **user research** and **A/B testing** with 100+ participants, leading to design changes that improved user satisfaction by **18%** and increased conversion rates by **12%**.
- Developed detailed **user flows, wireframes, and interactive prototypes**, streamlining the design process and improving cross-team communication.
- Collaborated with developers and stakeholders to **implement designs, reducing design-to-development handoff time by 25%** and **maintaining 100% brand consistency** across all platforms.

UX/UI Designer

Veritas Creative Media

July 2024 - March 2025, Miami, USA

- Designed and refined **user-centric interfaces, enhancing usability and overall user experience**, resulting in a **25% increase in user retention** and a **15% improvement in task completion time**.
- Led **user research and created personas, journeys, and surveys**, leading to actionable insights that influenced design decisions and boosted user engagement.
- Optimized **responsive designs** for web and mobile, improving accessibility and increasing mobile engagement.
- Conducted **QA testing** to identify and resolve **UX/UI inconsistencies, reducing bug reports by 30%** and **improving user satisfaction scores by 20%**.
- Collaborated with developers to ensure seamless design implementation and functionality, leading to a **40% decrease in design-related development issues** and a smoother launch process.

EDUCATION

Bachelor of Business, Marketing department

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SKILLS

Technical Skills: Figma, Adobe XD, Photoshop, Illustrator, Sketch

Industry Knowledge: Typography & Visual Hierarchy, Visual Design, Wireframing & Prototyping, Mockup Design, Color Theory & Branding