

Hi, I'm Osama: A Product Design Lead.

As a Product Design Lead, I oversee the UX design process for digital products. I manage a team of designers to conduct user research, build wireframes and prototypes, and create engaging user interfaces.

I possess expertise in design thinking, design systems, and interaction design. I stay up-to-date with the latest design trends and technologies.



Contact

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Work Experience

Product Design Lead @ “WhipMobility”

Jan 2022 – Current (1 Year, 5 Months) | Kuala Lumpur, Malaysia

- Manage a design team for mobile apps and web platforms.
- Meet stakeholders, and prioritize features by business value.
- Conduct user research, and identify pain points.
- Work with the team to define problems, build wireframes, and prototypes, and conduct usability testing.
- Create user journeys, personas, and empathy maps.
- Create a design system for consistency and efficiency.
- Develop a restructuring plan to optimize workflow.
- Continuously monitor user feedback to make data-driven decisions.

Product Owner @ “WhipMobility”

Oct 2021 – Jan 2022 (4 Months) | Kuala Lumpur, Malaysia

- Manage a team of 10 developers, designers, and testers.
- Conduct user interview sessions.
- Create requirements, hypothesis, user stories, and acceptance criteria.
- Identify dependencies between teams and work with them to address those dependencies
- Prioritize features based on value and effort.
- Create short and long road map for the team.
- Present features to the team during PI or Sprint Planning.
- Demo released features to the Project Manager.

Senior Product Designer @ “Ultradata”

September 2018 – October 2021 (+3 Years) | Kuala Lumpur, Malaysia

- Lead a team to create dynamic templates for Websites and Mobile apps “Online Banking systems”
- Created a Dynamic design template using Adobe XD.
- Built a Design system components.
- Change the design process to save more than 70% of the time.
- Convert the high fidelity to Code using "HTML5, SASS, CSS3, Bootstrap, and Java Script"
- Built responsive websites and Mobile apps for Online banking systems based in Australia

Senior UI/UX Designer @ “MOBE”

October 2016 – August 2018 (+1.75 Years) | Kuala Lumpur, Malaysia

- Design thinking, Create Wireframes and Prototypes for Websites and Mobile Apps.
- Built a platform for Online Courses using "Adobe XD, and Sketch"
- Convert UI Designs to Code using HTML5, CSS3, and SASS.
- Lead a small team of Designers

Senior UI/UX Designer @ “Nuitex”

August 2015 – September 2016 (+1 Year) | Cairo, Egypt

- Work with a team to create Websites and Mobile apps for Saudi Arabia's government
- Discover a persona and point out users' problems
- Solve the user's problem by creating a wireframe.
- Create a prototype using Sketch App.

Senior UI/UX Designer at “NabdaCare”

June 2014 – July 2015 (+1 Year) | Cairo, Egypt

- Designed Native Mobile apps for the Healthcare industry using Photoshop.
- Create a wireframe using Axure App
- Create a prototype using Invision App
- Discover personas after user research and Interviews

Senior UI/UX Designer at “Starware Group”

July 2010 – May 2014 (4 year) | Cairo, Egypt

- Design websites for the most popular news wallpapers in Egypt and the Middle East using Adobe Photoshop.
- Built a wireframe using Axure App and Balsamiq
- Led team of designers "4 designers"

Senior Graphic Designer at “DG”

July 2009 – June 2010 (1 year) | Cairo, Egypt

- Created a graphic design for advertising company
- Design creative "Posters, Flyers, Videos"
- Followed up on all printing processes

Skills

User Research, Design Thinking, Design System, Wireframes, Prototypes, UI Design, Interaction Designs, App Design, Web Design, Team management.

Tools

Adobe XD, Figma, Sketch, InvisionApp, Miro, Axure, Photoshop, Illustrator, Aftereffect Balsamiq, Framer, and more

Language

Second Language: English

Education

Bachelor of Commerce Division of Accounting, Tanta University, Egypt.

Certificate



GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE, 2022

INPROGRESS



CERTIFIED SAFE® 5 PRODUCT OWNER/PRODUCT MANAGER

https://www.credly.com/badges/749e4001-2045-4399-9b83-dee8456399aa?source=linked_in_profile
Starting 2022



Introduction to Web and eCommerce User Experience Design

Udemy, License UC-7EHQT9RH

<https://www.udemy.com/certificate/UC-7EHQT9RH/>
Starting October 2016



UX & Web Design Master Course: Strategy, Design, Development

Udemy, License UC-6N6SD0PH

<https://www.udemy.com/certificate/UC-6N6SD0PH/>
Starting October 2016