

# Eslam Magdy | UX/UI Designer

Full Portfolio  
www.magdydesigns.com

Well-rounded UX/UI & Graphic Designer combining user-centered design expertise, visual creativity, and problem-solving skills to craft seamless digital experiences that enhance user engagement and business impact.

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## EDUCATION

### Certificate

#### UX Design

Google  
Key Skills: User-Centric Design, Usability Testing, Prototyping

Dec 2023 | Online

#### Figma UI

Designership  
Key Skills: UI Design, Prototyping, Design Systems

Dec 2023 | Online

#### Figma Motion

ZTM  
Key Skills: Motion Prototyping, Animations & Microinteractions

Jul 2024 | Online

#### Graphic Design

California Institute of the Arts  
Key Skills: Visual Design, Typography, Color Theory, Branding

Feb 2024 | Online

#### Front-End

Meta  
Key Skills: HTML, CSS, JavaScript, Responsive Design

Nov 2023 | Online

### Degree

#### BSc in Chemical Engineering

Higher Technological Institute

Jan 2020 | 10th Ramadan, Egypt.

## CASE STUDIES



## SKILLS

### Technical

- Design Tools:** Figma | Miro | InVision | Photoshop | Illustrator | After Effects | InDesign
- Prototyping & Testing Tools:** Lookback | UserTesting | UsabilityHub | Webflow
- Collaboration & Management Tools:** Slack | Notion | Obsidian
- Design Skills:** UX Design | UI Design | User Research | Wireframing & Prototyping | Usability Testing | Responsive Design | Interaction Design | Accessibility
- Additional Skills:** Basic HTML, CSS, JavaScript

### Soft

- User Empathy | Problem-Solving | Communication | Teamwork | Adaptability | Time Management | Attention to Detail | Continuous Learning | Strategic Thinking | Resilience | Arabic *Native proficiency* | English *Professional Working proficiency*

## WORK EXPERIENCE

### UX/UI & Graphic Designer | Freelance

Jan 2024 - Present | Remote

- Designed UX/UI solutions for clients, improving usability and interaction for digital products.
- Designed and optimized web and mobile interfaces in Figma, enhancing usability and developer handoff efficiency.
- Conducted research, usability tests, and wireframing to refine UX flows, leading to more intuitive user experiences.
- Developed branding and marketing assets that improved visual consistency and audience engagement.

### UX/UI Designer | Google UX Design Internship

Aug 2022 - Dec 2023 | Remote

- Completed Google's UX Design program, covering the full process from empathizing to testing.
- Enhanced UX/UI skills in UI design, animation, prototyping, graphic design, and front-end development.
- Applied UX principles in fintech, e-commerce, and travel projects to improve usability and user experience.
- Developed interactive prototypes that helped streamline user interactions and boost engagement.

### Founder & Creative Director | DT Store

May 2019 - Dec 2020 | Egypt

- Established and led a creative business specializing in custom design and print services.
- Oversaw branding and digital marketing campaigns, increasing brand visibility and customer engagement.
- Designed DT Store's branding and improved customer experience across digital and print assets.

### Graphic Designer | Media Agency

Apr 2017 - Oct 2019 | Egypt

- Designed creative visuals for large-scale outdoor advertising campaigns, enhancing brand visibility.
- Led a social media design team, ensuring consistent branding across digital platforms.
- Created high-converting digital marketing assets that enhanced brand engagement.
- Worked closely with clients to develop compelling branding solutions aligned with their vision.