UX Product Designer

MOATAZ MUSTAPHA

A product designer who work closely with product management, marketing and engineers to craft solutions.

I perfectly balance user and business needs to create delightful products.

Experience

IoTBlue

Product designer, 09/2018 - Current "Full-time"

Cooperate with designer, marketers, and engineers to create clean interfaces and simple, intuitive interactions and experiences.
Develop project concepts and maintain optimal workflow.
Work with product manager to manage large, complex design projects for corporate clients.
Complete detailed designing and experience tasks for developing product and internal websites as well as balancing user and business needs.

Former - UI & UX Design, 01/2018 - 04/2019 at Femto15 "Part-time"

Former - UX Visual Designer, 10/2016 - 06/2018 at EAST SAE. "Full-time"

Education

Bachelor of Culture Art: Faculty of Art Education - 2016, Helwan University, Egypt

Certifications

UX Nano-degree (Certificate): Udacity - fundamentals, concept to low-fidelity, high-fidelity to post-lunch analysis.

Web Development (certificate): Russian Culture Centre, Cairo, Egypt.
Programming Languages: JavaScript, HTML5, ASP.NET, OOP, CSS, SQL, MySQL.

Graphic Design (certificate): Russian Culture Centre, Cairo, Egypt.
Softwares: Adobe Photoshop, Illustrator, inDesign, Aftereffects, Corel

Skill Highlights

Project management
Strong decision maker
Complex problem solver
Creative design
Innovative
Human-centred focused
Teaching
Team leading
UX Strategic
UX Architecture
Journey Mapping
User-flow designing
Wire-framing
UX Researching
Interaction Designing
Testing based on KPIs
Work with HEART Framework
Work with Agile & Lean Processes

Designing

Sketch

UXPIN

Framer

InVision Studio

Axure

Adobe XD

Zeplin

Figma

Adobe Photoshop & illustrator

Miro

Languages

Arabic

English

Spanish

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Scroll for detailed CV

Hello, I'm Moataz,
UX Product Designer.

I am passionate about building great products that make people's lives easier.

I have over 4 years of experience strategising of innovative digital experiences for small start-ups to be the world's biggest brands.

I grew up in Cairo, Egypt, and I'm excited to keep learning to the end.

I Believe in "No perfection to get satisfaction" so we always have to develop everything.

Overview

I have being graduated as a Visual Artist, a member of "Syndicate of Plastic Arts" follows Egyptian National Committee, International Association of Art "UNESCO".

I Started to read & Study about usability Since **AUGUST 2014**

Using graphical software, studying visual art and my design skills gave me an opportunity to internship with start-up software houses & Internet companies.

I work with 2D Design software on both Windows & Mac OS platforms with more than eight years of experience in 2D and visual design; such as branding, digital marketing and user interfaces.

According to my personality, I found user experience is so matching with my character. I'm so accurate & always care about details.

Sequentially it's reflecting to design details, I am always trying to create & modify designs to achieve business requirements with suitable user experience.

I care so much with the user, always take the user side to deliver the best feeling while using my products.

I perfectly balance user and business needs to create delightful products.

My Areas of Focus

Product & User Research

Every great product begins with a great story.

Research helps us understand the story of people's lives and this reveals problems they have and key product opportunities.

Product Strategy

Any Product doesn't have a solution for a true problem is useless.

Once I understand people and their problems, I love the process of identifying what product solution will truly solve these problems and figuring out the phasing of the product features.

Experience design

Looking at the experience as a whole is my strength.

I love looking at it as a whole because great experience extended beyond the screen. I am experienced in sketching, rapid wire-framing, and prototyping.

Deliverable

The process of delivering not less important than any phase of work processing.

Developers are always concerning about matching between them reference "user stories" and delivering results, so consistency of mock-up prototyping and the final product is so important.

Yes, Prototype always must cover all cases and interactive to guarantee each part of the experience will deliver perfectly to product's users.

Educational Journey

2011

I graduated from High School with a very good degree.

I had studied Physics, Algebra, Differentiation, Trigonometry, Mechanics, Algorithms, Psychology, Chemistry, and Languages.

2012

I got an excellent degree in Graphic design diploma from Russian culture centre in Egypt.

I had studied colouring concepts, layouts, illustration, branding, visual effects, and advertising; using Adobe Photoshop, Illustrator, InDesign, and After-effects.

2014

I got a very good degree in Web Development diploma from Russian culture centre in Egypt.

I had studied C#, ASP.NET, HTML, CSS, JavaScript, jQuery, and MySQL. I worked

on my first E-Commerce WebApp as a Graduation Project.

2016

I got a very good bachelor degree in Culture Art from the Faculty of Art Education, Helwan University in Egypt.

I had studied Art, Design, Sketching, Drawing, Painting, Sculpture, Pottery, Wood Crafts, Media and Handmade Works of metal, fabric, and paper.
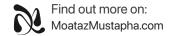
2020

I had successfully finished the User Experience Nano-degree program at "Udacity"

UX Fundamentals and Design Research

Concept to Low-Fidelity Prototyping

High-Fidelity Prototyping to Post-Launch Analysis

View Certificate →

Career path & Achievements

Cooperate with designer, marketers, and engineers to create clean interfaces and simple, intuitive interactions and experiences.

Product Designer at IoTBlue

SEPTEMBER 2019 - CURRENT "Full-time"

About IoTBlue

IoTBlue is a company that is part of the technological group Flexitron. Its main mission is to serve as a technological and development brain for a variety of projects based on IoT technology, using the cloud and the network as a centre of operations that allows to act and interact on different devices simply and effectively.

What makes IoTBlue unique to me?

I was curious to work with IoT Technology, IoTBlue developing 3 main products, Cervello is an IoT platform, And other 2 products are vertically based on it.
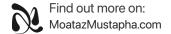
PediTaxi is a booking taxi and fleets control application that vertical on Cervello and OpenLock is a revolutionary system that allows you to open doors from an application.

Working on M2M developments that platform allows clients to build applications on it, makes the experience so difficult because on major flexibility of cases and tools.

Working on End-User applications that allow me to be always in touch with consumers through researching funnels and crafting a suitable experience.

Roles & Responsibility at IoTBlue as Product Designer

- Lead Experience, including customer satisfaction, creative interfaces, UX performance, usability, and find-ability.
- Problem-solving with analysis, user research, wire-framing, and validation.
- Working closely with the product team and other designers in defining, designing and iterating on product features across web and mobile platforms.
- Continuously collaborating with product managers and engineers, and participates in all phases of a product, from discovery to delivery to iteration.
- Investing in design standards, documentation, and processes alongside your team members to further our design practice.
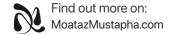- Creating simple, elegant solutions to complex interaction problems with high attention to

details.

- Constantly testing ideas with customers and internal users.
- Shaping the product vision and strategy together with the product team.
- Thinking in terms of scalable design systems.
- Continuously improving design processes, knowledge, and tools to measurably enhance productivity and product quality.
- Identify the right problem to create meaningful solution.
- Conduct customer interviews, create a landing page and user usability tests
- Calculate key business metrics like profit margin and market size.
- Conduct UX studies and researches.
- Design for profit.
- Find that sweet spot between customer needs, business goals and technical feasibility.
- Collaborate with product manager in shaping features.

Former - UX Designer & Strategist at IoTBlue

SEPTEMBER 2018 - OCTOBER 2019 "Full-time"

Roles & Responsibility at IoTBlue as UX Designer

- Lead Experience, including customer satisfaction, creative interfaces, UX performance, usability, and find-ability.
- Researching and designing materials from a wide variety of client needs, user interviews, external sources of the trend, analysis, and data sources.
- Problem-solving with analysis, user research, wire-framing, and validation.
- Test prototype with client and users.
- Work with the core team to define strategic road-maps for launch, etc.
- Help shape project proposals showing how companies/solutions add value.
- Identify and troubleshoot UX problems.
- Transforming and developing wire-frames into engaging digital designs.
- Defining multi-platform interactive experiences that excite users.
- Aligning & evolving designs with existing style guides and brand guidelines.
- Deliver screens, assets, and prototypes to a high standard.
- Working closely with Front End Developers to ensure designs are delivered accurately and in line with stakeholder expectations.
- Review and critique of commercial material in terms of brand and product fit.

Former - UI & UX Design at FEMTO15

JANUARY 2018 - APRIL 2019 "Part-time"

Femto15 is a web engineering and digital marketing agency. We specialize in business websites development, web applications, web-based software as a service (SaaS), and web systems. Also, experts in lead generation, marketing funnels, email marketing, and marketing automation.

What makes Femto15 unique to me?

Helping multiple clients build their online presence, market their products and services, and grow their businesses.

The benefit of software house summarised in multi-experience made for variation of users they have many different personas and cultures.
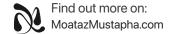
Roles & Responsibility at FEMTO15

- Create high-quality visual designs for new and existing websites, application and other digital experiences.

- Transforming and developing wire-frames into engaging digital designs.

- Design interactive experiences of mock-ups.

- Aligning & evolving designs with existing style guides and brand guidelines.

- Presenting work to the team, clients and business stakeholders, clearly articulating rationale behind design decisions Deliver screens, assets, and prototypes to a high standard.

- Review and critique of commercial material in terms of brand and product fit.

Former - UX Visual Design at EAST S.A.E.

OCTOBER 2016 - JUNE 2018 "Full-time"

EAST is a medium-sized joint-stock company that provides Local and regional markets with Highly innovative engineering related solutions and services.

EAST is active in major Infrastructure, Energy and Industrial sectors. it features a diversity of applications through its activities that range from the simple supply of equipment to complete EPC projects.

What makes EAST unique to me?

The company is working in 3 business Areas:

1- Mining and Constructions 2-

Industry and Energy

3- Manufacturing and Assembly

That makes a variety of experience under the same identity umbrella.

Roles & Responsibility at EAST

- Create a concept for online and offline campaigns according to the new logo
- Working on a variety of products, including, corporate branding, conceptual visuals, social media, exhibitions, etc.

- Create a new experience of new website design, with high accessibility navigation.

- Create high-quality visual designs for new and existing websites, products brochure and other digital catalogues.

- Create interactive presentation and portal web page for internal employees.
- Think creatively and develop new design concepts, graphics, and layouts.

- Ensure final graphics and layouts are visually appealing and on-brand.
- Amend designs after feedback.

Experience Projects & Case Studies

Cervello IoT Platform

Dec 2020 Cervello IoT Platform - UI Builder

Ui builder is a code-less module that empower users to integrate and build their own web application and branded user interface for their business on the platform with drag & drop feature, and create their reusable components to share it with community.

Jul 2020 Cervello IoT Platform - Rule Engine

Rule engine is a module that empower users to automate their business and create chains & flows of commands, no need to use any SDK to send or receive data from Cervello, no need to change devices firmware or use specific topic in MQTT.

Mar 2019 Cervello IoT Platform - Device manager "Stem"

Cervello is an IoT Platform targets MEA Region and Spain, Which has multiple modules,   Cervello Stem is an advanced IoT device management platform that's designed for the future connected world. With its intuitive capabilities and user-friendly interface, you can build and scale your IoT applications from the ground up with utmost ease, flexibility, and security.

Jul 2019 Responsive website

A freelance project to create a website for Cervello "The single IoT Platform to integrate, monitor, automate and control any device or system". It is a multi-tenant cloud / on- premises platform. Will target integrators and developing companies to small vertical apps on Cervello.

Oct 2019 iOS mobile app

An alert application for the iOS platform to control devices which connecting on Cervello platform from one device and assign issues as acknowledge or cleared, with the possibility of filtering alerts as critical, major or minor.
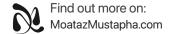
Pide Taxi

Jan 2019 Responsive website

Design a new website with 3 main sections of individual, business and subscriber services. A simple user interface is a must to deliver the main goal of application that is an easier way to book a taxi.

Nov 2108 iOS mobile app

A facelift project for booking taxi and fleet control application based in Spain, to make some small changes in booking experience and schedule a trip.

The new application made a surge and solved a lot of problems.

Apr 2019 Android Native mobile app

According to the consistency of experience of the same product, I started to design a facelift for Android mobiles too but depends on native components based on Google material design.

Takasi

Dec 2018 Desktop web app enhances

A fleet control platform which moderates taxi companies and linking them with different mobile applications to allowing end-users to book a trip, according to predefined preferences, options, and payment methods.

Mar 2019 New Responsive web app

A new web application with a new user experience that makes the system easier, usable and more interactive for normal people and unsophisticated employees.

Jul 2109 Responsive subscriber portal web app

A gate to allow companies manager to control subscribers; their trips, payment, and limit zones.

Ferrovial

Apr 2019 Fetching mobile app

An application for iOS and Android that helps the environment with traditional ideas of recycling that need separating the garbage from the recyclables, this app allows the user to know how to choose the right rubbish can and control it with iBeacon from a mobile device, with gaining points for every use.
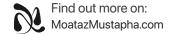
C-Doctors

Mar 2018 Responsive web app

A service product which allows users to find the nearby doctor and book a visit. According to rating, preferences, gender, doctor's degree and insurance.

Apr 2018 Cross-platform mobile app

An app which you need when feeling sick. The main behaviour of this application must be intuitive, lite and fast. Usability isn't the only thing needed in this applications, also the ability to find and match user preferences is so important.

May 2018 Blog

A community gate to describe symptoms of the disease is what made people decide to book a doctor's appointment.

Femto15

Feb 2019 Responsive website

A start-up software house website showing services and offering consultation.

Nov 2108 Blog

A community gate to talk about internet technology overall and case studies.

Performance platform

Dec 2018 Responsive web app.

An web application designed for companies, that makes managers to track employees performance according to arrival and leaving time and helping others colleagues. With a gamification interface.

Job exams platform

Nov 2018 Responsive web app.

An web application designed for job seekers.

Companies can add a vacancy for a job and prepare an exam for applied people, They have to answer the exam and get the result with recommendation resources to helping improve their skills.

Lauren Coburn

Jan 2019 Gallery website

A gallery website for a public American interior designer to showcases and posting the latest works and offers.

Dar Alm'refa

Oct 2018 Word-press website

A website to show plans of learning institution and offers including prices and schedule of courses of the institute based in Dubai.

HealthCLX

Sep 2018 Form application website

An application you can fill it to get your Insurance cost for Americans. Landing pages design

I made many landing pages for different products that contain main CTA button and giving brief for consumer about why using these products.

Email templates design

I made many Email templates in the same design guideline of products that will send to users for registration, offers and subscription news letter.

EAST

Dec 2016 Word-press website template

Mar 2017 Internal portal data-centre website

Working skills

I can show strength with this skills; not perfect at all

UX Strategic UX
Architecture

User-flow designing

Wire-framing

UX Researching
Interaction Designing

Languages

Arabic

English

Spanish - Novice

Find out more on:
MoatazMustapha.com

Personal skills

Project management

Strong decision maker

Complex problem solver

Creative design

Innovative

Human-centred focused

Teaching

Team leading

Designing skills

Sketch - Mock-up Design helps me with UI libraries.

UXPIN - Interaction design and using design systems.

Framer - Advanced Interaction design with Framer motion.

InVision Studio - Prototyping & Responsive Design.

Axure - Wire-framing and user flow.

Adobe XD - High fidelity wire-framing.

Zeplin - Best delivering of Design components.

Figma - Cross-platform Design.

Adobe Photoshop - Image Design and presentation.

Adobe illustrator - Icon and vectors designs.

Contacts

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