

Mohammed Alaa El-Dien Ali

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Marital Status: Married
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Committed and motivated User Interface designer with vast experience in e-commerce, usability, User Experience and SEO; I am looking for an opportunity to contribute with my skills and experience as part of a dynamic team.

Profile

- More Than 8 years experience working in international companies and overseas projects.
- Ability to lead and work in a multicultural environment.
- Sales and marketing oriented.
- Adventurous and independent, versatile and willing to learn new skills.
- A fast learner, adaptable, motivated, able to work independently or as a member of a team.
- Willing to share skills and help others.
- Friendly and easygoing with a good sense of humour.
- Dedicated and focused with a strong work ethic.

Professional Experience:

*December 2009 to present:

Sr. User Interface Designer: GCS American Company in California
www.gcssd.com

*September 2008 to November 2009:

User Interface Designer / Usability Expert: Al-Ahli Group Holding
www.AlahliGroup.com

My Current Duties:

- Re-Designing 23 websites for our subsidiaries.
- Designing the new website for our Outlet Mall.
- Planning the Holding Company Websites.
- Building the designs prototype, Apply Usability Testing.
- Engaging The Latest Technologies in the Biggest Outlet Mall in the Middle East (Located in Dubai) such as Multi-Touch Technologies, Kids Tech Game Area (Playing Virtual Football on the Floor, Virtual Wall Painting) and applying Restaurant Management Solution using the latest technologies "MS Surface Solution alike"

*June 2007 to August 2008:

UI Designer and SEO Specialist: SilverKey US Company in Egypt.
www.silverkeytech.com

My Current Duties:

- Solid experience solving real world UI Design problems for consumer or business web sites.
- Experience leading brainstorming activities such as white boarding exercises, mapping, and design mapping activities.
- Extensive experience creating wireframes, flow diagrams, site maps using tools such as Microsoft Visio, Photoshop, Illustrator and [Axure](#).
- Experience applying usability research and other user research to new or existing designs.
- Leading Training activities to engage the company in Smart Applications.

*August 2006 to Present:

Senior Web Designer: Genius Web Design (*My Own Company*)

www.be-genius.com

*March 2005 to August 2006:

IT Consultant / Senior Web Designer: CHA International (MENA Travel Awards)

www.cha-international.com www.menatravelawards.com

*May 2004 to March 2005:

Web Designer & Developer: Dot Technology

*February 2003 to April 2004:

Graphic & Web Designer: Mrco-Egypt

*May 2001 to February 2003:

Graphic & Web Designer: Kawkap Online

Design Skills:

User Interface Design

XHTML/CSS Layouts EXPERT

Forms graphical design

Understand browser incompatibility issues

Experience in Microsoft Silverlight

WPF (Windows Presentation Foundation)

Microsoft Expression Design

Front End Developer

Familiar with Web2.0

Website maintenance and renovation

Javascript, JQuery and YUI Library.

Microsoft Blend

Photoshop, Illustrator, DW and Flash

Usability Test Moderator

Computer Skills:

*Familiar with Windows, MAC Platforms and Ubuntu Linux.

*Microsoft Outlook, Visio, Power Point, Word and Excel.

*Good knowledge of how to manage Mail Campaigns and Email Lists.

*Search Engine Optimization.

Languages:

*English: Excellent

*Arabic: Native speaker

*Spanish: Good

Education:

E-Commerce Certification AmCham 2009 – ongoing.

High Institute for Co-Operation Studies and Business Administration.

Major:

Business Administration

Other Skills:

- Flexible, adaptable and organized.
- Able to handle time constraints.
- Hard working, dedicated and Ability to manage multitasks.

References:

- **Peter Shokry**
Development Team Leader, Al Ahli Holding Group
petershoukry@hotmail.com - +2 012 3654 172
- **Amr Zaki**
Windows International Lead Software Testing, Microsoft Inc.
Amr.Zaki@microsoft.com - +2 010 3005 545
- **Amr Ghareeb:**
IT Manager, Specialized Channel Divisions, ERTU (National Television)
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Please find samples of my latest work at: www.seniorwebdesigner.com