

Mohamed Khalifa

Product Designer

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Noon Academy, UX Design Lead

Jan 2021 - Present | Cairo, Egypt (Remotely)

Currently, I'm the product design lead for the **live experience** inside the app and website for both students and teachers. I research, ideate, design, prototype, and test new features to make the learning experience **social, fun, and gamified**.

- I contribute to the strategic planning of the product direction & goals.
- I conduct UX research activities, empathize with the users, and analyze the data using specific metrics.
- I'm responsible for UX writing of new and current features.
- I'm working side-by-side with the product manager and engineering team to release our designed features.
- Collaborate with team to establish the whole design system with new branding.
- Designed and released compelling and efficient **9 features**

Noon Academy, Senior UX Designer

Dec 2019 - Jan 2021 | Cairo, Egypt (Remotely)

Noon is a fast growing EdTech startup in the Middle East with +8M users.

- Designed and developed features based on the social learning approach as "the Breakout experience".
- Revamped major features as the Teachers' Groups and added a number of amazing features.
- Mentored junior designers and onboarded new designers to the team.
- Established initial UX writing style guide and design principles.
- Worked closely with the product team and engineering team.
- Worked on migration to a new design and handoff tool (Figma).

Wuzzuf, UX Designer

Apr 2019 - Dec 2019 | Cairo, Egypt

"Basharsoft" is a technology firm for developing innovative web-based online recruitment software.

- My responsibilities are researching, designing, prototyping, and testing.
- Worked on enhancing and redesigning features on the employer side. The biggest project was (CVs search).
- Introduced and taught a new prototyping tool to the team (Protopie).
- Participated in weekly learning sessions with the design team.

Tremoloo, Digital Product Designer

Jul 2017 - Apr 2019 | Giza, Egypt

"Tremoloo" is a digital product design agency that focuses on building end-to-end solutions and products.

- My responsibilities included researching, wireframing, designing, prototyping, and testing.
- Worked on **25 products** in **12 industries** around **7 countries**.
- Mentored and led junior designers.

Education

Faculty of Engineering, Benha University

Sep 2012 - May 2017

Production Engineering | Product Design sector

Skills

Design

Design Strategy, User Journey, User flow, Information Architecture, Ideation, Wireframes, Visual Design, Interaction design, Prototyping, Design systems, Micro-interaction, UX Writing.

Research

Research planning, Personas, User interviews, Surveys, Qualitative analysis methods, Usability & Concept Testing, Observation.

Tools

Figma, Sketch, Adobe Creative Suite, Invision, Protopie, Principle, Flint, Axure, Zeplin, Avocode, Hotjar, Full Story, User Leap, Mixpanel.

Freelancing Projects

- **Malaeb** - Sport
- **Elagk** - Healthcare
- **Mira** - E-commerce
- **Carl** - Fintech
- **Maly** - Fintech
- **Egypt Cultural Heritage Portal**
- **Autevo** - Automotive services
- **Daqaeq** - News Platform
- **Ghataty** - Automotive services

*Khalifa
Design*