# Sylvia SAID

Sr.UI UX DESIGNER

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## Profile

- As a designated Sr. UI UX designer with strong experience solving users' problems and building great Mobile and web product apps in large companies within the technology and retail industries.
- Possess strong working knowledge of leading and creating high-quality design concepts, user flows and prototypes using tools as sketch, Figma, Invision, Zeplin, and after effects, etc.
- Passionate about usability, beauty, and elegance of UI's. Eager to learn and a great team worker with designers and developers.

## Professional Experience

### Mujin Inc, – Senior UI UX Designer
Jan 2020 - Present

- Conducting reasearches and meetings with stakeholders to prepare for new product requirements for our robotic software.
- Built a Design System that is linked to our Master Library which is considered as the bridge between designers and developers
- Improving the UI and UX of our current system by understanding first the user needs then finding the right solution

  *Achievement: Changed our design tool from Sketch to Figma, which improved our production by 50%, reduced the gap between designers and front-end team and decreased the costs compared with the previous tool*

### Mojix Inc – Senior UI UX Designer
May 2015 - December 2019

- Conduct meetings to understand user needs, models, and define their real motivations, goals and pain points.
- Produce the full project deliverables from wireframes, personas, user journeys, scenarios to high fidelity and prototypes optimized for web and mobile apps depending on the level of detail.
- Collaborate with product managers, developers to deliver a great product on the exact deadline.

  *Achievement: Successfully, created style guides, design libraries, and symbols to use it across our platform to help to build operational guidelines to reduce and minimize production efforts.*

### Creatixbox – UI UX Designer
May 2012 - Jun 2015

- Worked on a freelance base with different tech companies creating websites.
- Executed well-informed responsive designs apps.
- Learning the latest design tools to improve efficiency and my design process.

  *Achievement: Created an omniplan template to facilitate the schedule planification and share it with the client which it saved a lot of time and effort.*

## Education

### Course in Psychology
Oct 2010 - Jun 2011, Egypt

Studied in-depth the human mind, emotions, actions and reactions of people and how it affects to the individual growth.

### Courses in Design
Feb 2008 - Jun 2010, Egypt

Learned theories about colors, fonts, web, and mobile usability, user interfaces, and user experiences and more & get contributed to several experimental projects.

### Bachelor Fine Arts, in Tourism
Sep 2004 - Jun 2007, Egypt

Learned to speak widely making interesting stories explaining about the culture, the geography and the history in different languages.

## Skills

**Design:** UI Design • User flows Wireframes & mockups • Style guides User testing • Personas • Scenarios Competitive analysis • Animation Interaction design • Video editing

**Design Tools:** Sketch • Zeplin • Figma • Abstract

**Prototype:** Invision • Principle

**Motion design:** After effects • Cinema 4D • Final cut

**Programming(beginner):** React Native • Swift storyboard

**Organization:** Prioritisation • Collaborative • "can-do" attitude Deliver on time • Passionate

## Activities

**Fluent in:** English • French • Arabic Spanish

**Interests:** Don Norman • IXD Traveling • Psychology • Chess