

AMR EWIDA

UI/UX VISUAL & INTERACTION DESIGNER

Focusing on product design depending on user needs, creatively to generate ideas, concepts and experience overseeing projects.

I have over 15 year's experience in graphic designing, UI/UX design, 3D modeling, digital marketing for leading companies in UAE, GCC and MENA from several industries and sectors.



PORTFOLIO

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CONTACT

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EDUCATION

Google UX design professional certificate 2022 Google
Advanced digital marketing certificate 2021 Udacity
Design thinking for Innovation 2021 University of Virginia.
Inbound Marketing Certificate 2021 HubSpot Academy.
Bachelors in law 1998 University of Alexandria

SKILLS

Visual Design

UI/UX Design
Illustration
Sketching
Storyboarding
Design system

Software

Adobe Suite (PS, AI, Id, XD)
Figma
Sketch
AutoCAD
3D max & VRay

Interaction

User research
Wireframing
Prototyping
Usability testing
Affinity Diagrams

Digital Marketing

Social media Ads
Google Ads & console
SEO / SEM
keywords,CPC,CTR
Mailchimp expert

Coding

HTML/CSS
Javascript

Languages

Arabic
English

ACCOMPLISHMENTS

EXPO Dubai "Confidential Project" UAE 2020
Khalifa International Award for Date 2017:2019
Wellness Program, Abu Dhabi 2016
INTOSAI for Sustainable Development (SAI) 2016
ADCC-WFES 2015
Zain Distruster Event, Port Ghalib, Egypt 2009
Cisco Connect Egypt Event, Cairo, Egypt 2008
Conference of the Gulf Cooperation, Summit 2005
CANALI, Fashion show, Dubai 2005
Pierre Cardin & TED LAPIDUS Fashion Show, Dubai 2004

AWARDS

Design firms Awards Feb 2016 (infinity Media Solutions logo)
Design firms Awards Jul 2012 (Smart Marketing Solutions logo)

WORK EXPERIENCE

JUL 2019 Present UI/UX Senior Designer | [Freelancer](#)

- Build mockups and high-fidelity prototypes by design tools.
- Define, apply common visual design elements and principles.
- Developing concepts, graphics and layouts for products.
- Using design systems to organize and enhance designs.
- Update and upgrade website & App design.
- Develop SEO and SEM to reach companies KPI's.

FEB 2019 JUL 2019 Creative Designer | [AECOM \(Expo 2020\) Dubai](#)

- Preparing drafts, layout, illustrations and sketching to generate ideas till final visual product design.
- Working with team and creative director to produce the final design required and amend designs after feedback.
- Ensure final design layouts are visually appealing on brand concept.

JUN 2014 JAN 2018 Creative Director | [Tarweej International Media \(Abu Dhabi\)](#)

- Thinking, research, sketching idea, concept, product design, venture production studio that focuses in innovative, new startups furthering thier product and create effective solutions based on user and product needs.
- Build, lead, review work of the creative team in the production from sketching and brainstorm till final visual product design.
- Developing concepts, graphics and layouts for products illustrations, supervise the department's daily workflow, assign project workload, monitor deadlines and budgets.

JUN 2014 NOV 2010 Senior Designer | [Infinity Media Solution \(Abu Dhabi\)](#)

- Working in collaboration with design, development teams on various product for design responsive website, app's and creating product concepts, research, user flows, wireframs, hi-fidelity prototype and conducting usability studies to improve visual design.

JAN 2008 NOV 2010 Senior Designer | [City properties real estate \(Dubai\)](#)

- Provide all media field to develop marketing solutions.
- Web design processes, 3D designs, visualization, organization and structuring.
- Managing events, conferences, exhibitions, press release, prepare media campaigns to reach to marketing target.

JAN 2003 DEC 2007 Creative Designer (Visual Merchandiser) | [Paris Group \(Dubai\)](#)

- Design visual merchandising for showroom display.
- working as a supervisor for our department workers to executive design on time with high quality.
- Formulating, developing design concepts, media campaign with the higher level issues of branding.
(CANALI, CHERROTI, PIERRE CARDIN, TED LAPIDUS, GAIN FRANCO FERRE, CORNELIANI and DANIAL HICHTER)