

Ramize Attia

Product Designer

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FULL-TIME EXPERIENCE

Product Design Lead — Fintold

Abu Dhabi, UAE - Jul 2021 - Nov 2022 · 1 yrs 5 mos

- Led the design of the product from scratch.
- Built the design team.
- Built an internship program, with a 75% hiring rate.
- Doubled design speed and enhanced implementation by creating a design system.
- I designed using Adobe XD.
- Boosting conversion rate by 30%
- Launched 4 financial products.

Senior Product Designer — Fintold

Abu Dhabi, UAE - Nov 2020 - Jul 2021 · 9 mos

- Directed the conversion from a single-user interface to a multi-user portal, in a complete redesign project.
- Designed portals/dashboards for clients, financial institutions, banks, and the internal operations team that included data visualization.
- Conducted over 90 hours of user interviews.
- Employed quantitative and qualitative user research, competitive analysis, user journey mapping, and user flows to build a successful financial product that onboarded banks, businesses, and operations employees.
- Creating low-fi and high-fi prototypes and conducting user testing and iterating on those prototypes.
- Connect personas, information architectures, interaction principles, customer journeys, storytelling, and interaction design for maximum usability and incomparable customer experience

Senior Product Designer — Supa Solutions

Cairo, Egypt - Jan 2018 - Jun 2020 · 2 yrs 6 mos

- Built a SaaS platform for building websites and online stores.
- Boosted registration on online store service by +400% reaching

SKILLS

Research & Test

User interviews
Usability testing
User surveys
Personas
Competitor analysis
User journey

Design

User flows
Wireframes
Prototyping
Data and information
visualization

Tools

Adobe XD, Miro, Adobe CC,
Figma, Invision, Photoshop,
WebFlow, PowerPoint, Canva,
Office, Sublime & ATOM

LANGUAGES

Arabic (Native)

English (Very Good User)
IELTS - Band 8

over 12k customers.

- Achieved +%250 month-over-month growth rate for 6 months.
- I was responsible for managing the whole product, defining user problems, introducing and planning features, and launching a road map.
- Participated in the service design and pricing.

Lead Designer — Vost Web Solutions

Alexandria, Egypt - Apr 2017 - Dec 2018 · 1 yr 9 mos

- Responsible for managing the design department in the company. Meetings clients, and discussing new web design requests.
- Handled over 80 website projects during my period as a lead designer including meeting clients, discussing project requirements and budget, setting deadlines, and assigning tasks to the design and development team.
- I architected the relaunching company's services across 3 different departments, targeting new user segments based on marketing research and the new business manager's strategy.
- I started to conduct user experience activities such as quantitative & qualitative user research and was working in close contact with our customer service agents to collect user complaints to consider. Our relaunching was successful and boosted sales revenue by +130%, customer retention by +80%, and reduced opened tickets to below 60%.

More full-time experience on LinkedIn

<https://www.linkedin.com/in/ramize-attia-4647ab26/details/experience>

PART-TIME & FREELANCE EXPERIENCE

Senior UX/UI Designer — Curb Food

Stockholm, Sweden - Feb 2021 - Apr 2021

I was contracted to redesign an MVP concept for Curb's food mobile application. I introduced a new vision for Curb's mobile application and food ordering experience. I worked closely with the CTO and developers to help communicate my vision for the app.

Senior UX/UI Designer — Stitch Easy

Madrid, Spain - Jan 2021 - Feb 2021

I have worked directly with the company's CTO to launch an MVP of their product. The product aims to connect fashion manufacturers with fashion brands. I studied the user needs, and problems and sketched some ideas

and prioritized features to be launched in the MVP.

EDUCATION

Bachelor in Business Management, EG — *Alexandria University*

2009 - 2015