



# Dalia Mahmoud Kamel

Product Design lead

8 years experience

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## Date of birth:

3-April-1995

## Address:

New cairo

## Faculty:

Computer and information science  
Mansoura University

## Graduation year:

2017

## Education:

Bachelor degree of computer and  
information Science.

Master class of UX UI Memorisely  
BootCamp.

Udemy certificate for motion  
graphics Course.

Master class of Web Accessibility  
Memorisely BootCamp

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## Work Experience

### Vodafone Intelligent Solutions(\_VOIS)

**-Product Design Lead. | Aug 2024 - Present**

**-Senior Product Designer. | Dec 2021 - Aug 2024**

**-Junior Product Designer. | jun 2019 - Dec 2021**

-I have successfully contributed to various projects by leveraging my expertise in **user-centered design principles** and my ability to translate complex requirements into intuitive and visually appealing product designs.

-I have **collaborated closely with cross-functional teams**, including product managers, engineers, and stakeholders, to **gather insights and define design goals**. By conducting user research and usability testing,

-I have been able to identify **pain points** and opportunities for improvement, resulting in the creation of **user-centric design solutions**.

-I have a proven track record of delivering high-quality design deliverables, including **wireframes, prototypes, and visual designs**. Through my strong understanding of **design systems and industry best practices**,

-I have consistently Conducted **Usability Testing** following **Design Thinking Methodology** to meet user needs and solve problems.

-I have consistently ensured **consistency and scalability** across **multiple platforms and devices**.

-Additionally, I have demonstrated **leadership skills** by **mentoring junior designers** and fostering a collaborative and innovative design culture within the organization.

-I have also actively participated in **design critiques and brainstorming sessions** to drive continuous improvement and push the boundaries of design excellence.

-I have gained valuable expertise in **video editing** using industry-standard software such as **Adobe After Effects and Adobe Premiere**, I am well-versed in utilizing After Effects to add special effects, transitions, and text overlays, enhancing the overall visual appeal of the videos. Additionally, my proficiency in Adobe Premiere enables me to seamlessly edit and arrange footage, synchronize audio, and apply color correction and grading techniques to achieve a polished final product.

-I have gained valuable experience working on both **B2B (business-to-business)** and **B2C (business-to-consumer)** projects :

Enterprise Resource Planning (ERP) Software, Analytics and Business Intelligence Platforms ,Vodafone bus web app , VOIS Academy platform (E-learning Platform ).

**Mrsool (part time-Remote)**  
**Senior Product Designer. | Jan 2024 - Jun 2025**

- leading end-to-end design initiatives across core features of the on-demand delivery platform.
- My work focused on enhancing user flows for both customers and couriers, improving conversion rates, and elevating the overall user experience.
- I collaborated closely with product managers, engineers, and researchers to deliver intuitive interfaces based on user insights and data-driven iterations.
- Key contributions included redesigning the request creation journey, optimizing the order tracking experience, and streamlining communication between users and couriers.
- My approach combined usability testing, design systems, and cross-platform consistency to support business growth and user satisfaction.

**Qara Company (part time-Remote)**  
**Senior Product Designer. | February 2023 - February 2024**

-Supply Chain Management Systems: B2B companies involved in manufacturing or distribution often utilize supply chain management systems to optimize their supply chain operations. These platforms enable businesses to manage inventory,

track shipments, streamline procurement processes, and enhance overall supply chain visibility and efficiency.

Throughout my career, I have successfully implemented **Accessibility Audit**, such as alternative text for images, proper heading structure, keyboard navigation, and color contrast adjustments. I have also worked with assistive technologies, including screen readers and magnifiers, to ensure compatibility and optimal user experiences.

**Altair**  
**UI/UX Designer. | April 2018 -April 2019**

-I actively contributed to various projects, collaborating with cross-functional teams to create intuitive and visually appealing digital experiences Through Websites and Mobile Applications.

-I worked closely with senior designers and stakeholders to translate requirements into wireframes, prototypes, and visual designs. Through my attention to detail and understanding of design principles, I ensured consistency and usability across different platforms and devices.

-I actively participated in design reviews and brainstorming sessions, providing valuable input and contributing to the creative process. I also kept up-to-date with industry trends and emerging **design patterns**, incorporating them into my work to deliver modern and innovative designs.

I have had the opportunity to work on several **B2C apps and websites** :  
Food Delivery App , Fitness Tracking Website,Travel Booking App.

**Freelancer-Part time**  
**UI/UX Designer-Graphic designer. | 2017 - February 2018**

-Branding - design flyers -posters-mobile apps UI -design websites-prototyping.

-I have a strong understanding of **SaaS business models** and have worked on projects involving subscription-based pricing, user onboarding, and data security. By incorporating industry best practices and staying up-to-date with the latest trends, I have consistently delivered designs that align with the goals and objectives of SaaS companies

Technical Skills

Illustrator  
Photoshop  
Adobe Premiere  
After effect  
Adobe XD  
Sketch  
Principle  
invision  
Zeplin  
marvel  
Figma  
Jitter

Core Strengths

- Translated requirements into low-high level fidelity designs
- Design Mobile apps, websites
- UI prototyping
- Motion Design
- illustration of creative logos
- Animation
- motion graphics
- UX Research (qualitative - quantitative )
- Sketching
- \_Usability Testing
- A/B Testing
- Video creating-editing
- Accessiblity design
- interactive design
- Public Speaking
- Communication skills

Languages Spoken

Arabic  
English