Mohamed Motassem

Senior Product Designer | Senior UX/UI Designer

Profile & Design Portfolio

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MOHAMED MOTASSEM

Senior Product Designer | Senior UX/UI Designer

12+ Years Experience

60+ Delivered Projects

I am a digital experiences designer. I have been designing interfaces for over 15 years. My experience spreads over a wide spectrum of digital vehicles. I started designing since the old days of 800x600 resolutions and before there were any WYSIWYG editors.

In my 15 years of professional experience, I have worked, oversaw and delivered more than 60 projects. My clients range from small local businesses up to well known brands like Microsoft, Renault and Pfizer.

I am up for a new challenge. I look forward to joining a fast paced team as Senior Product Designer, where I can utilize my skills ,capabilities and my work experience to add value to my team and significant contribution to the overall development of the company I will join.

Mediums:

Web Apps - Mobile Apps - Web Portals - Presentations - Landing Pages - App Branding -Marketing Automation

Recent Work Experience:

Senior Product Designer
ALJAZEERA
2019 - present

Lead UI Designer
EBKEYZ
2012 - 2019

Senior Graphic Designer
ZAD Solutions
2011 - 2012

Design Skills:

Design Systems - Color Theory - Typography - Iconography - Photography - Eye for Details

Design tools:

Sketch - Figma - Invision - Adobe Creative Suite - Lightroom - Keynote

Interpersonal Skills:

working in cross-discipline teams with developers, strategists, and product managers

Languages:

English (fluent) - Arabic (Native)

Recent Projects for:

ALJAZEERA, Microsoft, tes, Emirates NBD, orange, RENAULT Passion for life, Pfizer

My Process

1

Discovery and Understanding Phase:

Uncovering user pain points and project objectives through research and analysis

Activity: Research, gather requirements, analyze user needs, and define project goals.

2

Strategy and Concept Phase:

Develop a clear design vision and strategic plan based on research findings and project goals.

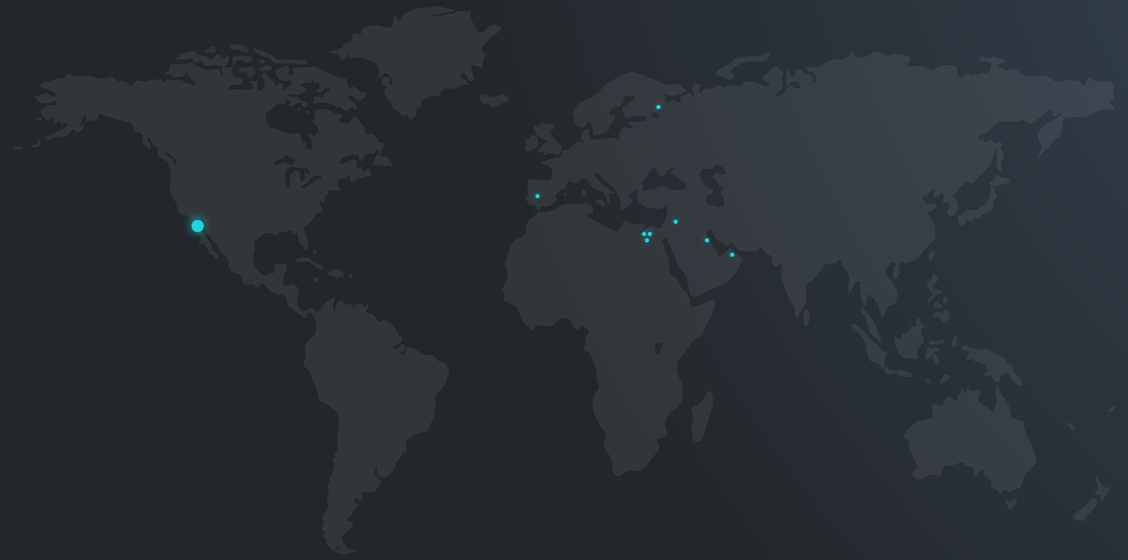
Activity: Develop design concepts, create a project strategy, outline user flows, and establish key features.

3

Design and Details Phase:

Create the visual and interactive elements, refining every detail to bring the design vision to life.

Activity: Create wireframes, prototypes, visual designs, and refine user interactions and interface elements.

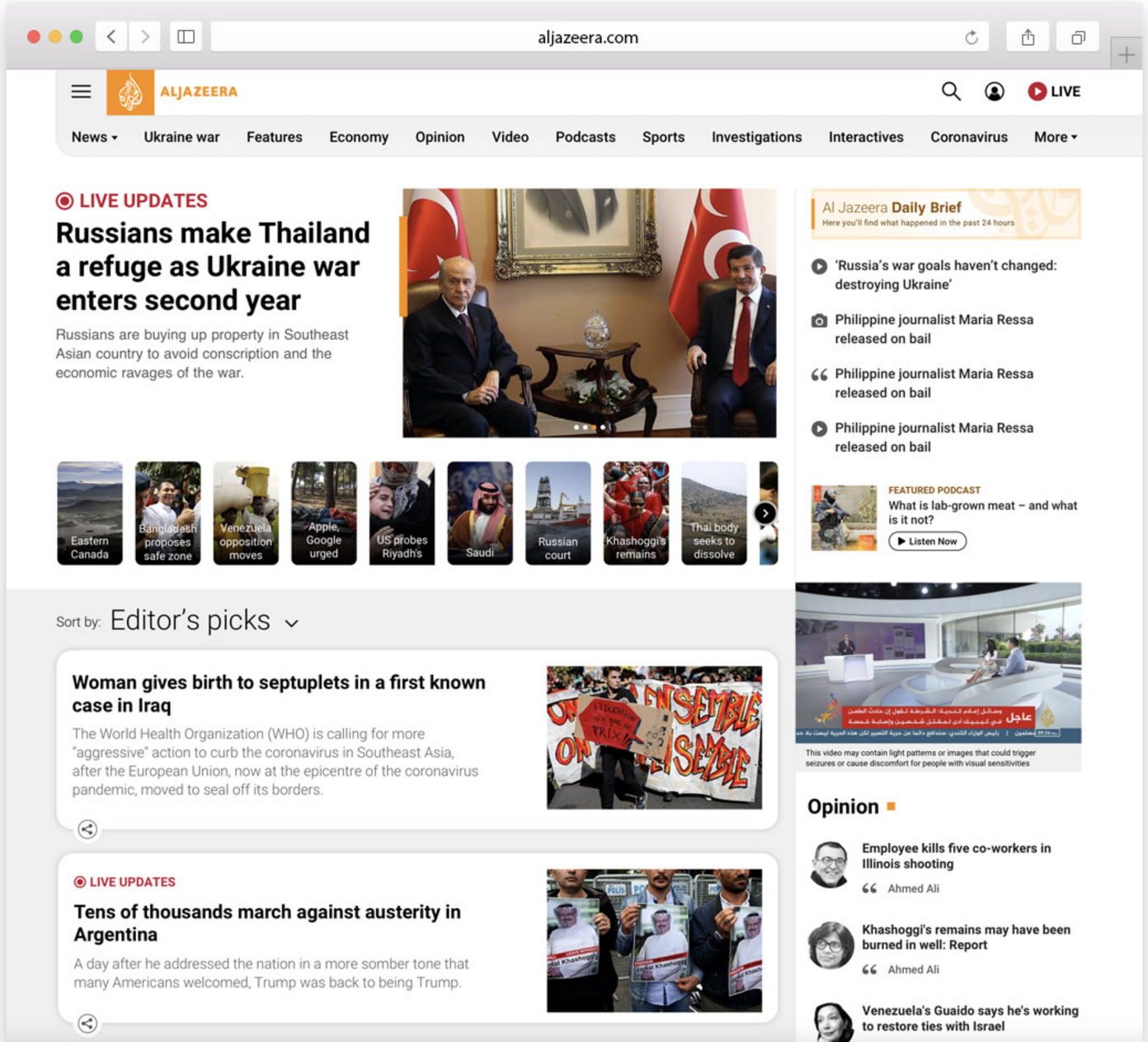


Portfolio

ALJAZEERA

Currently working at **Al Jazeera Media Network**
The famous leading news network in the Middle East, Al Jazeera is renowned for its unparalleled coverage of regional and global events.

Collaborated with another designer to create and continuously evolve the design system to maintain design consistency and efficiency across **6 news websites**



labeeb net

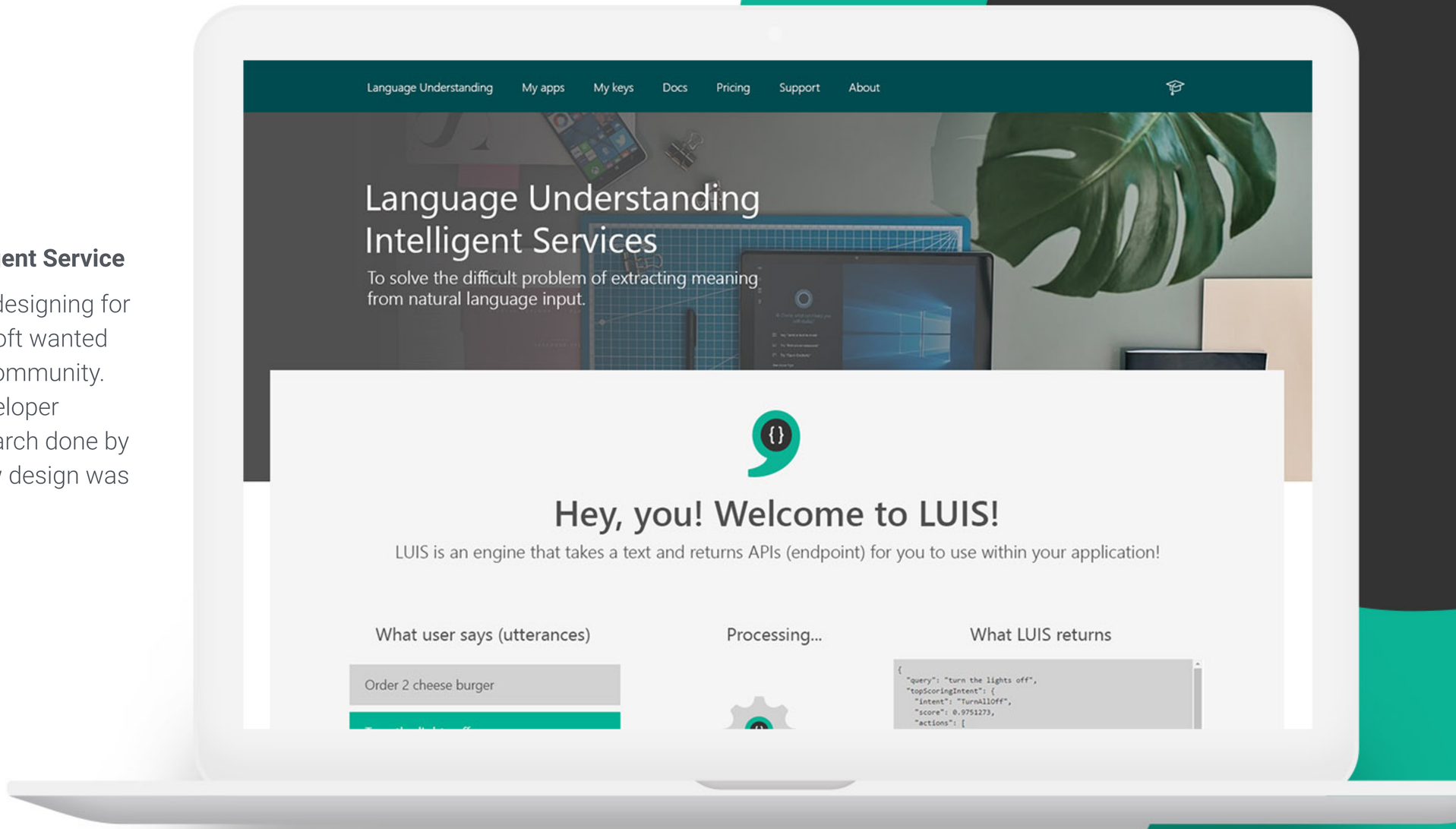
Connecting families with home visits doctors

When Uber meets a clinic. This is a two apps suite; A doctors' app and patients' app. The challenge here was to simplify on boarding flow, booking flow and all communication flows.

Microsoft

LUIS - Language Understanding Intelligent Service

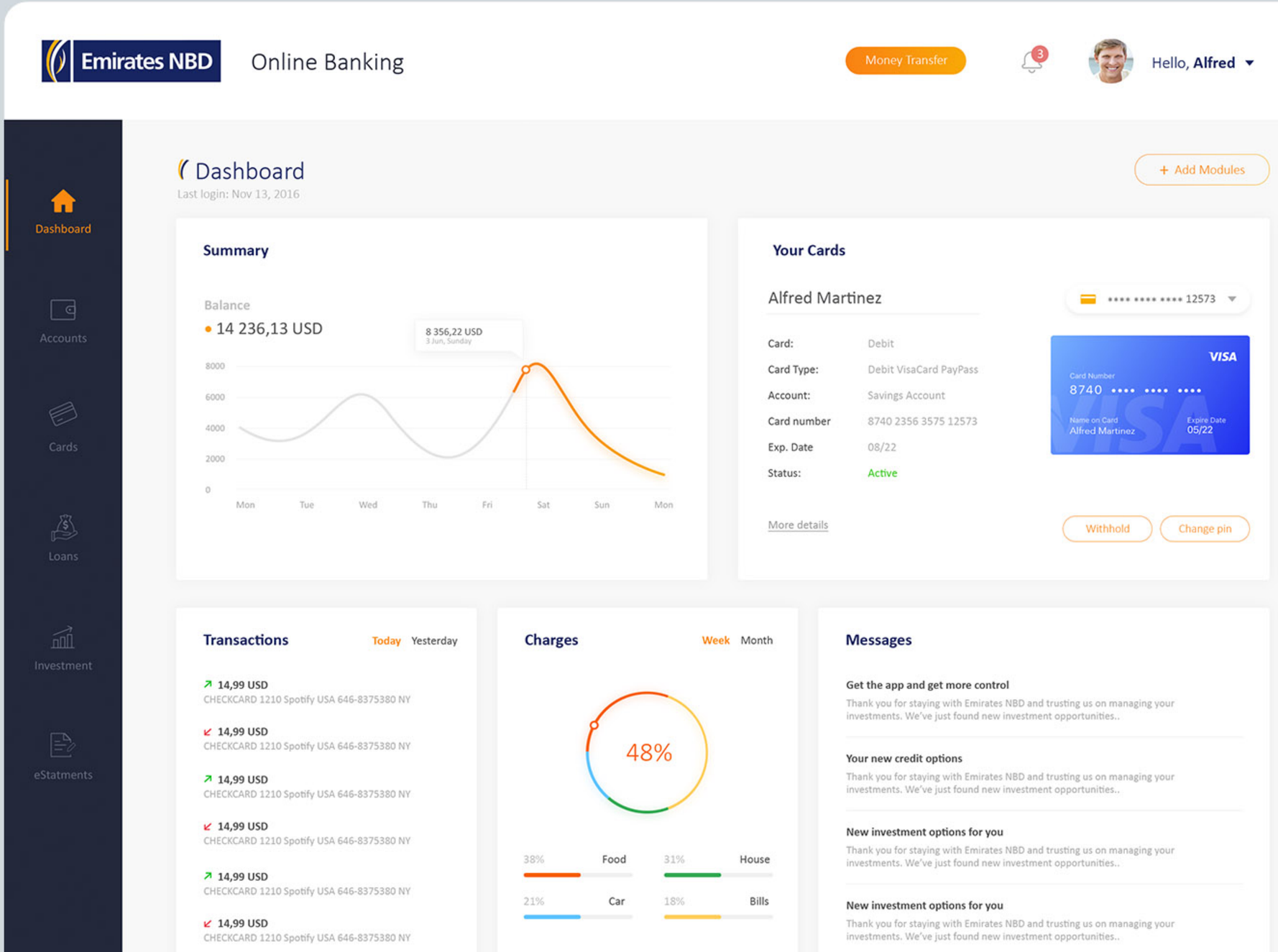
Designing for humans is one thing, and designing for developers is a whole new story! Microsoft wanted to expose NLP tools to the developers community. The new experience had to match a developer persona mental model. Based on a research done by Washington University students, the new design was a spot-on!



Emirates NBD

Revamped Online Banking Experience

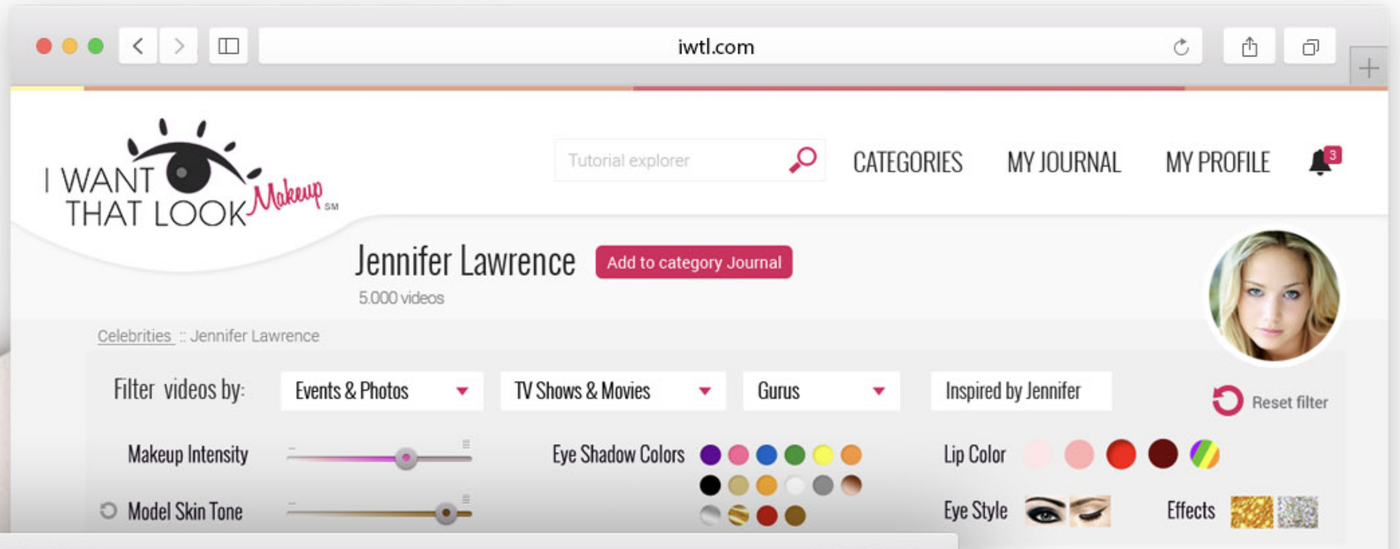
We all know how online banking experiences are: boring, hard and ugly. Creating an experience that goes hand in hand with social media platforms and game consoles was the goal. Why would people they were back to the 80's once they decided to use their online banking account?
Starting from choosing a modern grid, fresh typography and emphasizing on the white space. It's a totally revamped online banking experience.

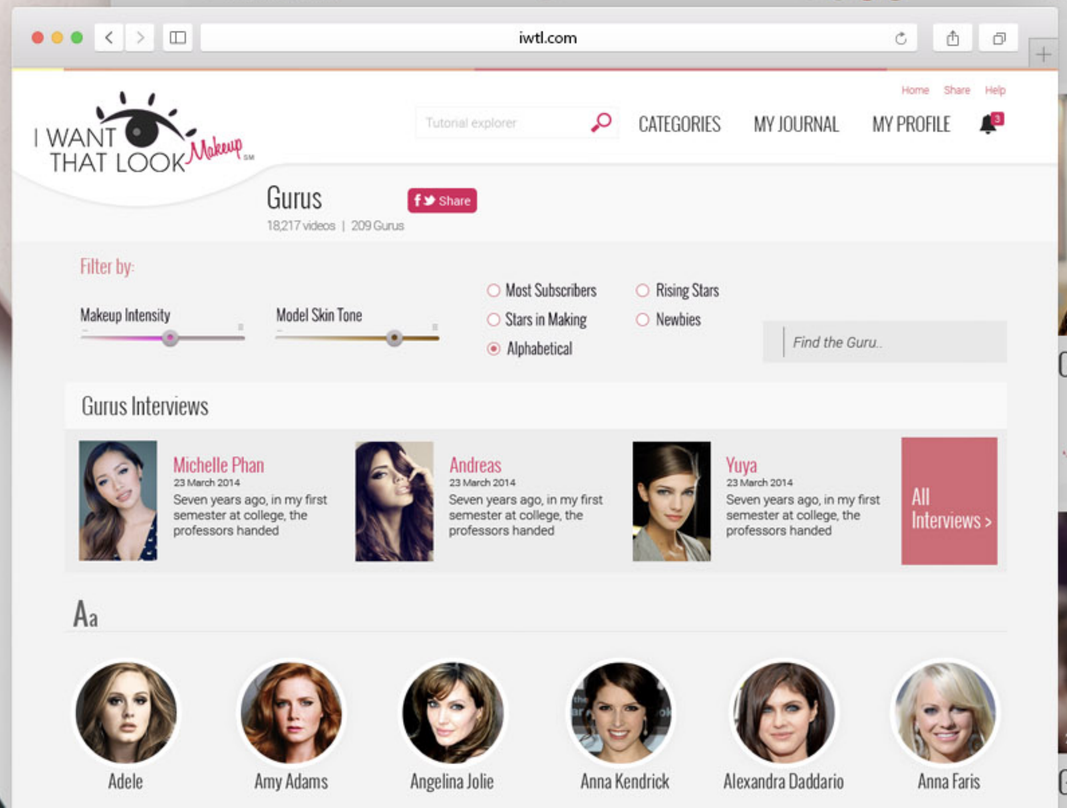


I WANT THAT LOOK Makeup

Online Makeup Video Curating Tool

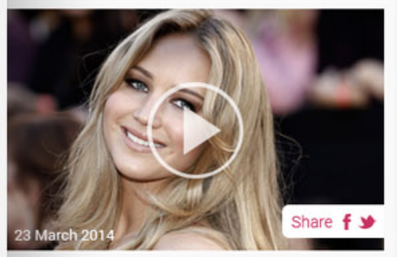
Women, beauty and tens of thousands of videos. This is what this project is all about. Neutral color palette with a pink secondary color to make it alive!





Color Explosion : Party Makeup

3,905 3,905 By: Michelle Phan



Girl's Guide to starting over

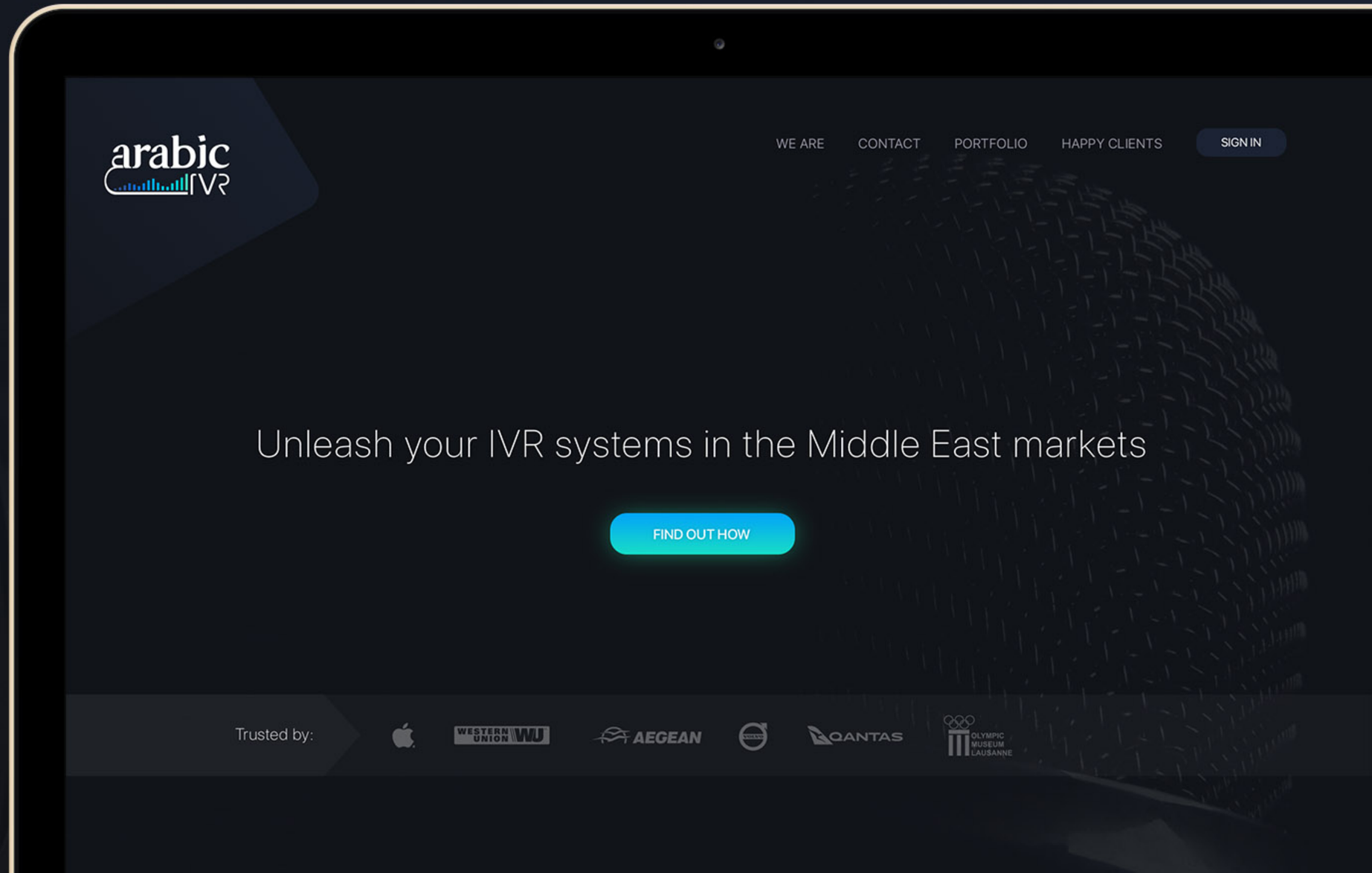
Knowledge Base for Doctors (Heath care)

A knowledge base by definition is a content-heavy vehicle. Streamlining this to doctors was the challenge in this project. Right from the app branding, choosing the right colors, and fitting such deep data structure into such a small form factor was not a task you get to see everyday.
All I can say, Pfizer and their doctors were very happy.

arabic IVR

The Original Arabic IVR Portal

Trusted by almost every brand you heard of, The Arabic Voice spin-off a dedicated IVR business line. Their website had to reflect their business power, and their laser focused service.



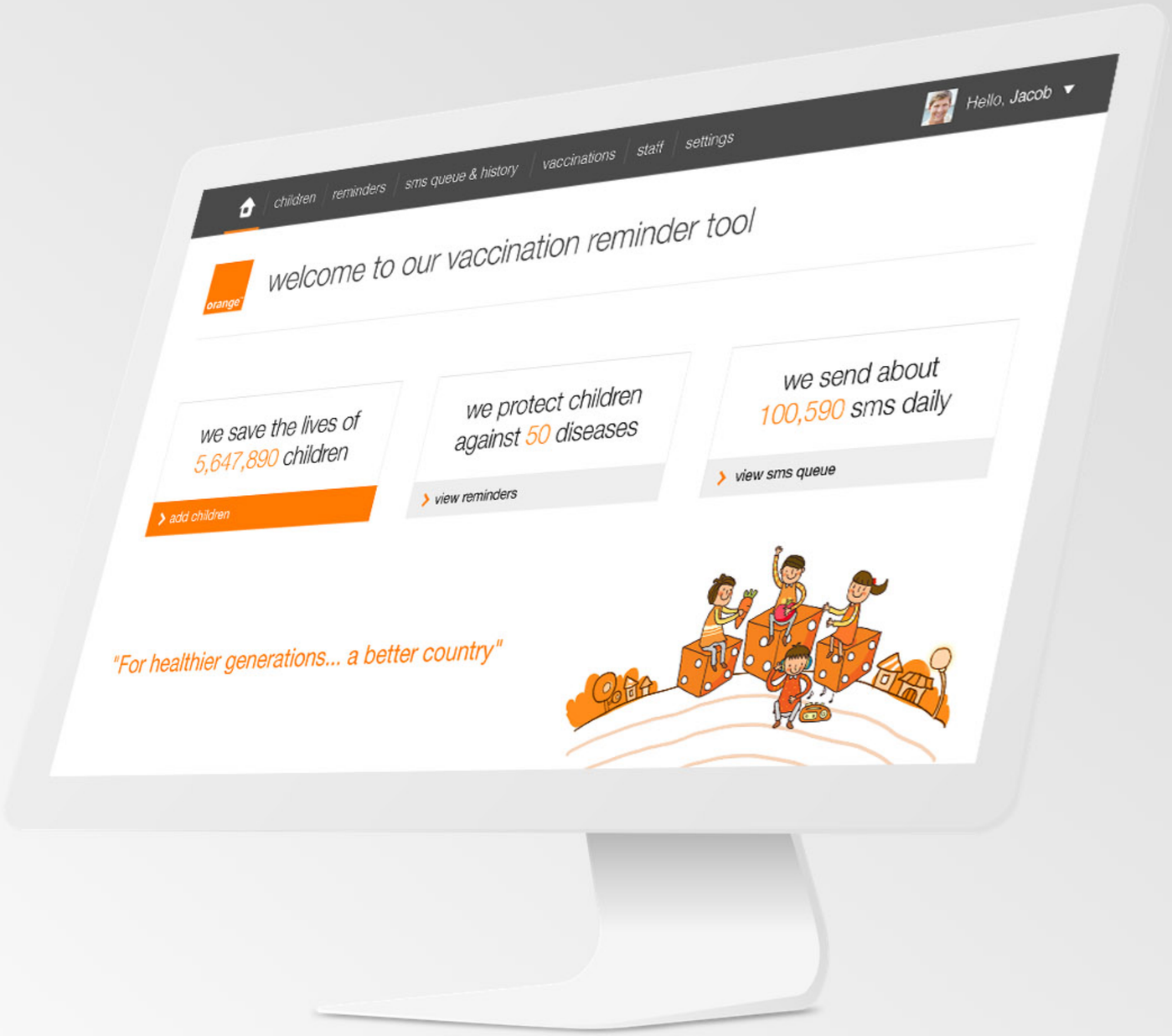
TE Data Telecom Portal

It’s the biggest ISP provider in Egypt. Designing a clean, elegant and easy to use website was what the management asked for, and this is what they got.

orange™

Vaccination Reminder Tool (e-Gov)

Heuristic reviews & UX design for a Natural Language Processing application that helps developers build a machine learning model bot without writing code.



Trendak

Social Media Sentiment Analytics Tool

Dashboard, charts, analytics and more charts. The goal was how to design an seamless intuitive experience for non-savvy users through such a complex system.

The whole platform had to be designed from scratch.New research-based IA, IxD and UI did the job just fine.

Dubai Incubator Website

Representing the business entity behind Dubai Media City, Dubai Internet City and all the digital hype in Dubai was not an easy mission.
In5 is the incubator interface of such a huge business.

Made in Tahrir (Photobook)

Authored and published a photobook about the Egyptian revolution that took “best seller photobook” in Virgin megastore and two of the most famous bookstores in Egypt.

BEST SELLER

Virgin MEGASTORE

ALEF BOOKSTORES

Diwan Bookstore

TRAVEL

Closed Community Travel Booking Platform

Who doesn't want to travel? Travel is fun, exciting and adventurers. Preserving the mood was the goal.

I BELIEVE THAT GOOD DESIGN IS OBVIOUS, and

GREAT DESIGN IS TRANSPARENT

Thank you!

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