

Mohamed Alaa El-Dien Ali

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Committed and motivated User Interface designer with vast experience in e-commerce, Usability, User Experience and SEO; I am looking for an opportunity to contribute with my Skills and experience as part of a dynamic team.

Profile

- More Than 9 years' experience working in international companies and overseas projects.
- Ability to lead and work in a multicultural environment.
- Sales and marketing oriented.
- Adventurous and independent, versatile and willing to learn new skills.
- A fast learner, adaptable, motivated, able to work independently or as a member of a team.
- Willing to share skills and help others.
- Friendly and easygoing with a good sense of humour.
- Dedicated and focused with a strong work ethic.

Professional Experience:

* May, 2011 to Present:

Front End Developer: Freshout American Company in Guadalajara, Mexico.

www.freshout.us

My Duties:

- Working on Commercial Projects for company Clients: ex
- Created Embed Player [Deli Radio](#)
- Created Timeline and New Home Page for [Crowd Voice](#)
- Created the full website Front End and Backend and the Creating Sites API for the Famous [Breezi](#) Website Editor
- Created Project App for the Breezi website Editor
- Developed a [Chrome App](#) with over than 17K users.

* December 2009 to May, 2011:

Sr. User Interface Designer: GCS American Company in California

www.gcassd.com

My Duties:

- Leading Design Team
- Re-Designing CRM & Services Management Application for Toyota U.S.
- Designing Flex User Interface for eTrade App (Stock Trading Application)
- Designing and Implementing User patterns for Freedom Communication U.S

*September 2008 to November 2009:

User Interface Designer / Usability Expert: Al-Ahli Group Holding

www.AlahliGroup.com

My Duties:

- Re-Designing 23 websites for our subsidiaries.
- Designing the new website for our Outlet Mall.
- Planning the Holding Company Websites.
- Building the designs prototype, Apply Usability Testing.
- Engaging The Latest Technologies in the Biggest Outlet Mall in the Middle East (Located in Dubai) such as Multi-Touch Technologies, Kids Tech Game Area (Playing Virtual Football on the Floor, Virtual Wall Painting) and applying Restaurant Management Solution using the

latest technologies “MS Surface Solution alike”

*June 2007 to August 2008:

UI Designer and SEO Specialist: SilverKey US Company in Egypt.

www.silverkeytech.com

My Duties:

- Solid experience solving real world UI Design problems for consumer or business web sites.
- Experience leading brainstorming activities such as white boarding exercises, mapping, and design mapping activities.
- Extensive experience creating wireframes, flow diagrams, site maps using tools such as Microsoft Visio, Photoshop, Illustrator and Axure.
- Experience applying usability research and other user research to new or existing designs.
- Leading Training activities to engage the company in Smart Applications.

*August 2006 to Present:

Senior Web Designer: Genius Web Design (World Hospitality News Owner)

www.be-genius.com

*March 2005 to August 2006:

IT Consultant / Senior Web Designer: CHA International (MENA Travel Awards)

www.cha-international.com www.menatravelawards.com

*May 2004 to March 2005:

Web Designer & Developer: Dot Technology

*February 2003 to April 2004:

Graphic & Web Designer: Mrco-Egypt

*May 2001 to February 2003:

Graphic & Web Designer: Kawkap Online

Design Skills:

User Interface Design
Chrome Apps Development (*Sample: [Breezi](#)*)
XHTML/CSS Layouts EXPERT
Forms graphical design
Understand browser incompatibility issues
Familiar with PHP/Ruby on Rails/.NET
Experience in Microsoft Silverlight
Photoshop, Illustrator, DW and Flash
Usability Test Moderator
SEO Oriented and Optimizer

Front End Developer
JavaScript/jQuery & YUI
HTML5/ CSS3
Website maintenance and renovation
Wordpress Themes & Plugins Developer
WPF (Windows Presentation Foundation)
Microsoft Blend
Microsoft Expression Design
iPhone/Mobile & Responsive Websites Design
Micro-Formats

Computer Skills:

- *All Microsoft Windows Versions (XP, Vista, Windows 7)
- *Familiar with MAC Platforms and Linux.
- *Microsoft Outlook, Visio, Power Point, Word and Microsoft Excel.
- *Adobe Software's CS3 (Photoshop – Illustrator - Dreamweaver)
- *Microsoft Web Expression, Microsoft Blend, Java Script, PHP
- *Microsoft SQL Server – Microsoft Visual Studio 2008
- *Good knowledge of how to manage Mail Campaigns and Email Lists.
- *Search Engine Optimization.

Languages:

***English:** Excellent

***Arabic:** Native speaker

***Spanish:** Excellent

Education:

E-Commerce Certification AmCham 2010 – ongoing.

High Institute for Co-Operation Studies and Business Administration.

Major:

Business Administration

Other Skills:

- Flexible, adaptable and organized.
- Able to handle time constraints.
- Hard working and dedicated.
- Ability to multitask.

References:

- **Ahmed Ramadan**
Global Technical Support Engineer, Microsoft Inc.
ahmedra@microsoft.com Tel: +2 010 5674 072
- **Amr Zaki**
Windows International Lead Software Testing, Microsoft Inc.
Amr.Zaki@microsoft.com Tel: +2 010 3005 545
- **Peter Shokry**
Development Team Leader, Al Ahli Holding Group
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Please find samples of my latest work at: www.seniorwebdesigner.com