



Alaa Elshafey

UX/UI Designer

Objective

A passionate UX designer who have the ability to define requirements, determine the most user friendly and engaging design, and build a fully functional interface.

Contact Information

- +971 554 373 250
- alaashaffy@gmail.com
- UAE/ Dubai

Design Tools

- Figma
- Adobe Xd
- Sketch
- Adobe Illustrator
- Invision
- Zeplin
- Miro
- Lookback
- Hotjar
- Slack

Design Skills

- UX Research
- Low fidelity wireframes
- UI clickable prototypes
- Usability testing
- Design Hand-off

Social Links

- <https://www.linkedin.com/in/alaashaffy/?originalSubdomain=eg>
- <https://www.behance.net/alaaalshaffy>
- <https://www.alaaelshaffy.com/>

Work Experience

Prima Rosa Studios, UK

Senior UX Designer November 2022 - May 2023

Prima Rosa Studios use emerging technology to produce sound, music and immersive projects that promote awareness of environmental issues and explore ways of improving wellbeing.

- Worked closely with the project manager to develop a well being music app
- Conducted a market research and user research using methods like user interviews, surveys and focus group
- Executed hi-fi prototype of an iOS mobile app
- Explained prototype functionality to the team
- Run usability testing sessions, created reports with sessions results and made design decisions for iterations.
- Used Prototipe creating the final prototype

Vodafone Egypt | Multinational Telecommunications Company

Senior UX Designer April 2022 - Aug 2022

- Working on multiple telecom digital platforms in agile environment.
- Creating qualitative and quantitative UX research methods.
- Applying design thinking method through the whole design process.
- Working on Source design system, creating components, variants and maintaining the design system
- Executing high-fi interactive prototypes, present these solutions to the squad and hand them off to developers.

Generation C | Software Development Solutions

UX/UI Designer Mar 2020 -Sep 2021

Generation C is a software company that designs & develops multiple platforms (iOS, Android, and Web)

- Worked on UX research, created user flows, sketching, wireframes, paper prototyping, UI high fidelity designs and interactive prototypes for mobile/web apps.
- Worked on creating design system and UI designs for Shift inc Website.
- Worked on enhancing designs for Shift inc carshareing mobile app.
- Created site maps, user flows, UX wireframes and UI prototypes for Shift inc Chauffeur mobile app.
- Created animation for Shift inc carshareing mobile app.
- Communicated and handed off designs to developers
- Used Adobe XD, Adobe Aftereffect, Miro, Zeplin, Jira, Slack

Upwork - MegaUp | Health Tracker Mobile App

Freelance UX/UI Designer October 2019 - Jan 2020

Megaup is an application that tracks women’s healthcare and keep record of data to predict accurate results.

- Worked on UX Research, created User Flow and designed UX wireframes.
- Created a design system for the application and high fidelity UI designs.
- Used Sketch and Invision for designing projects.

Upwork - Digital Ammo | Design Agency

Freelance UX/UI Designer Jul 18, 2019 - Sep 9, 2019

Digital Ammo is a design agency in US that creates mobile/web UX designs.

- Worked on creating design systems for multiple websites using Sketch

Education

University

Master of Art | User Experience Design | Falmouth University, UK | 2021- 2023

Bachelor of Arts, English Department | Alsun Ain Shams University | Class 2012-2015

Courses

User Experience Nanodegree, Interaction Design - Udacity

By completing this degree, I learned UX fundamentals and UX research.

Fundamentals of Design- Udemy

By attending this course, I’ve learned about UI typography, colors and layout.

The Complete Sketch 5 Course - Udemy

Through this course I mastered Sketch software and learned a modern approach of UI/UX to designing mobile apps and websites.