

Mohamed Talaat

mohamedtalaat.gmt@gmail.com | +1 (707) 706-0501 | Cairo, EG

<https://www.behance.net/mohamedtalaateg>

SUMMARY

UX/UI Designer with 3 Years of experience and a proven track record of completing 17 web projects and successfully leading the design of 5 mobile applications.

WORK EXPERIENCE

MyStartUp Studio: AI Powered Business Management Platform

May. 2024 - Aug. 2024

UX/UI Designer

Austria, Remote Contract

- Conceptualized and designed the entire UX/UI framework for MyStartup Studio, creating a user-centric platform tailored to the needs of early-stage startups and entrepreneurs.
- Created wireframes and prototypes to visualize the product vision and gather user feedback.
- Iterated on designs based on user testing and analytics to optimize user experience.

Yeebah: Courier Service Mobile App

Mar. 2024 - Jun. 2024

UX/UI Designer

Bahrain, Remote Contract

- Redesigned the user flow to streamline the ordering process, reducing average order completion time by 40%.
- Developed a modern visual identity that aligns with Yeebah's brand values and enhances brand recognition.
- Established a consistent design system encompassing typography, color palette, and UI components

Becks Insurance

Jan. 2024 - Mar. 2024

UX/UI Designer

United Kingdom, Remote Contract

- Conducted in-depth user research and competitive analysis of leading UK insurers to identify customer pain points, industry benchmarks, and opportunities for innovation, resulting in a customer-centric design strategy for Becks Insurance.
- Designed a visually appealing and user-friendly interface, ensuring optimal user experience across different devices and Implemented an easy to use online booking system with seamless integration into the website.

EcoGas

Sep. 2023 - Dec. 2023

UX/UI Designer

India, Remote Contract

- Redesigned the company's website using Figma, adopting an auto-scrollable design concept to showcase products effectively.
- Integrated advanced hotjar heatmapping to track user behavior and optimize the sales funnel.
- Worked closely with the development team to ensure the design was implemented flawlessly, meeting all project deadlines.

Area 4 Cafe

Jun. 2023 - Oct. 2023

UX/UI Designer

United Arab Emirates, Remote Contract

- Redesigned and implemented a user-friendly website tailored to the client's vision, ensuring it matched the style of a reference site along with a complete responsive design.
- Conducted competitive analysis of similar restaurants in Dubai, leading to a design that stands out in the local market.
- Developed a consistent visual identity across the website, ensuring cohesive branding across the website.

Ace Dental Clinics

Feb. 2023 - May. 2023

UX/UI Designer and WordPress Theme Designer

Egypt, Remote Contract

- Conducted user research to understand patient needs, resulting in a design that enhanced user satisfaction and engagement.
- Designed a custom WordPress theme to meet the clinic's vision, along with integrating essential before and after animations and implemented an easy to use online booking system with seamless integration into the website.
- Optimized the website for mobile and desktop devices, ensuring a seamless and responsive user experience across platforms.

Running Stitch Print Studio

Jul. 2022 - Nov. 2022

UX/UI Designer and WordPress Theme Designer

United Kingdom, Remote Contract

- Developed an intuitive e-commerce site for Print-On-Demand services, focusing on user journey
- Created wireframes first then designed them on WordPress to ensure the design met user needs and business objectives.
- Enhanced the mobile shopping experience by ensuring full responsiveness and ease of navigation across the website.

Tamrena: Fitness Tracking Mobile App

Jan. 2022 - May. 2022

UX/UI Designer

Egypt, Remote Contract

- Designed the entire app in Figma, utilizing modern UX principles to create an intuitive user experience.
- Developed wireframes and prototypes that align with the user journey, ensuring the app competes effectively with industry leaders like Hevy and Strong.
- Incorporated advanced interaction designs to streamline workout tracking and user engagement.
- Facilitated user testing sessions, iterating on feedback to refine the app's usability.

EV Manual: Electric Vehicles Marketplace

Mar. 2021 - Dec. 2021

UX/UI Designer and WordPress Theme Designer

Egypt, Remote Contract

- Designed a comprehensive user experience for an electric vehicle marketplace, focusing on user-centric features and functionality.
- Created detailed wireframes and prototypes to visualize user flows and interactions, enhancing the user journey from discovery to purchase.
- Conducted user testing and iterated on feedback to refine design elements and optimize user engagement across the platform.

EDUCATION

Ain Shams University

Oct. 2019

Bachelor of Business Administration

- **GPA: 3.5/4.0**

CERTIFICATIONS, SKILLS, & INTERESTS

- **Certifications:** Google Professional UX Certificate (ID: PZXPX9Q3TRTD)
- **Skills:** Figma proficiency, Wireframing and Prototyping, Creating design systems and consistent components.
- **Interests:** Reading on latest technologies and virtual reality gadgets in particular.