

Ola Hamdy

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Portfolio: [Figma](#) | [Behance](#) | [Dribbble](#) | [Themeforest](#)

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Summary

Senior UI/UX Designer with 10+ years of experience translating complex user needs and business requirements into intuitive, impactful, and data-driven digital experiences for SaaS platforms and e-commerce applications. Proven ability to lead the end-to-end design process, build and scale design systems, and collaborate effectively with cross-functional teams in fast-paced Agile environments.

Work Experience

Senior UI/UX Designer | Squadio, Saudi Arabia | Sep 2021 – Present

Work on **diverse** project-based assignments for multiple clients, gaining valuable experience managing different deliverables, timelines, and stakeholder expectations

- Delivered end-to-end designs for mobile and web apps across multiple industries
- Conducted user research, usability testing, and translated insights into intuitive experiences.
- Created wireframes, prototypes, and high-fidelity UI designs.
- Collaborated with product managers and developers for seamless implementation.
- Built and maintained design systems for consistency and scalability.
- Improved user flows and onboarding to boost engagement and conversion..

UX/UI Designer | Ibtikar Technology, Saudi Arabia | July 2013 - Sep 2021

- Owned the UI/UX design for key product features, managing the design process from concept and user research through to detailed design and developer handoff.
- Created core design deliverables, including user flows, wireframes, high-fidelity mockups, and interactive prototypes using Figma to communicate solutions effectively.
- Conducted user research (e.g., usability testing, interviews) and synthesized findings to iterate on designs and improve user experience.
- Designed intuitive, visually consistent, and accessible user interfaces, actively contributing to and utilizing the team's design system.
- Collaborated effectively with Product Managers and Engineers in an agile environment, applying practical HTML/CSS/jQuery knowledge to ensure feasible implementations.
- Presented design work and rationale clearly to team members and stakeholders, incorporating feedback into design iterations.

Junior UI/UX Designer | Zbyan, Egypt | Feb 2013 – Jul 2013

- Translated detailed designs into front-end code that is compatible across various browsers.
- Responsible for both front-end and back-end user experience (UX) and user interface (UI).
- Designed and laid out print materials for all programs and events, including flyers, posters, banners, promotional items, logos, and books.

Junior UI/UX Designer | FireFly6, Egypt | Aug 2012 – Jan 2013

- Assisted in translating user needs and business requirements into intuitive and engaging user interfaces.
- Responsible for both front-end and back-end user experience (UX) and user interface (UI).

Skills

- **Core UI/UX:** User Research (Interviews, Surveys, Usability Testing, Contextual Inquiry, Card Sorting), Persona Development, Journey Mapping, Information Architecture, Wireframing, Interaction Design, Prototyping (Low & High Fidelity), Visual UI Design, Mobile & Web Design, Accessibility.
- **Senior-Level:** Design Leadership & Strategy, Design Systems (Creation & Management), Mentoring & Coaching, Workshop Facilitation (Design Thinking, Co-creation), Stakeholder Management & Presentation, Product Strategy Influence.
- **Methodologies:** Agile, Scrum, User-Centered Design, Design Thinking.

Languages

Arabic : Native | **English :** Intermediate B2 | **Spanish :** A2

Education

B.Sc. Electrical Engineering | Faculty of Engineering, Alexandria, Egypt | 2005 - 2010

Certifications

Foundations of user experience design | Coursera | Nov 2024 [View](#)

Design systems: How to craft successful components | IxDF | May 2025 [View](#)

AI for designers | IxDF | May 2025 [View](#)

Information

Date of Birth : 16-9-1988 | **Nationality :** Egyptian | **Visa Status :** Permitted