Sherif Ayman Abdelaziz Ibrahim

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Summary

Results-oriented product designer with a passion for creating valuable and profitable digital products using cutting-edge technologies. As a UX expert and technology enthusiast, I thrive on collaboration and have experience designing a wide range of products, from B2C mobile apps and analytical dashboards to voice interactions, AR/VR solutions, and robotic behavior.

I find great joy in practicing design thinking methods and co-creation workshops to address various use cases and improve the world through innovative products. Join me on this journey of discovery.

Personal Values:
- I strive to make an impact in people's lives by developing user-centric digital solutions as a digital product designer.
- I support product owners' decisions through user synthesis and qualitative research, leveraging design thinking techniques to deliver value to end-users.
- I foster fruitful discussions with development teams to optimize UI design, drawing on my technical background.
- Creating user value in every release is my constant goal.
- I believe that innovation is a culture and mindset, fostering collaboration among team members.
- Sustainability is everyone's responsibility, including delivering user value within the product team.

Skill Set:
User interviews, usability tests, user flows, wireframes, user interface design, conversational design, information architecture, conceptual product design, and UX workshop moderation (user journey, roleplay, brainstorming sessions, etc.).

Tools:
Sketch, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD), InVision, Principle, Figma, Jira, Confluence, Asana, Slack, Zeplin, Miro, etc.

Check some of my work
www.behance.net/Sherifayma882b
www.sherifayman.com
www.linkedin.com/sherif-ux

Working Experience

Senior UX Designer at Ericsson AB

February 2022 – Present. Stockholm, Sweden

- UX Design Lead for a Digital Transformation initiative within Ericsson Core business to digitalize Sourcing Department business process to increase saving potential and reduce manual work.

- Successfully Transferring Sourcing Pricebook for Ericsson to be used within its unit to save more than 2,500 hours of manual work and optimize their workflows.

Principal/Founder at Design Castle AB

June 2020 – Present. Stockholm, Sweden

- User-Centric design studio and creative lab supporting Businesses to Deliver User Centric Digital Products to the market.

https://designcastle.se

UI/UX Designer at Husqvarna Group

December 2017 – February 2022. Stockholm, Sweden

- Applying design thinking methods on early-stage ideas to highlight user problems and pains to act upon them in later stages before delivering to the market.

- User Research for several digital projects in different stages (Pre-study, conceptual, or launched)

- Conversational Design and informational architecture for Husqvarna Automower Skill on Alexa, Google home, etc.

- User Interface design different digital services eg. Husqvarna tool selector.

- Contributed to several digital products From Idea-to-market projects in an Agile environment.

- Support Product owners to decide on MVP based on user synthesis and plan it on the project roadmap.

- UX Lead for Gardena Bluetooth Application to re-vamp the experience and provide easy to use, manage and control your robotic mowers in the Garden.

UI/UX Designer (Acting Teamleader) at Overlimits Solutions Consultancy LLC

June 2015 – September 2017 (2 Years - 2 months) – Dubai, United Arab Emirates

- Conducted User Research for complex B2B solutions (eg. ERP, CRM, etc.)
- Delivered UX/UI 10+ Projects for different clients in various industries.
- Supported Sales team with dynamic prototypes, Marketing Materials, etc.
- Lead a team of 5 designers and developers to deliver digital products.

Front-End Developer at Creadevz

June 2014 - December 2015 (1 year 7 months) – Cairo, Egypt

Developed user interface designs for websites and cross platform mobile apps.

Education and Qualifications

Digital Transformation and Organizational Change [2023]
Halmstad University – Stockholm, Sweden

AI and Innovation Management [2023]
Halmstad University – Stockholm, Sweden

AI and Business Development [2023]
Halmstad University – Stockholm, Sweden

UX and Digital Product Design [2019]
Berghs School of Communication – Stockholm, Sweden

Bachelor of Informatics and Computer Science [2012 – 2016]
Loughborough University in UK, Attended at The British university in Egypt

Volunteer Experience

President of ICS Students' Union at the British University in Egypt

September 2014 - September 2015 (1 year 1 month)

Microsoft student partner at Microsoft

September 2013 - June 2014 (10 months)

President at Microsoft Tech-Club at BUE

July 2013 - June 2014 (1 year)

General Information

Languages
- Mother Tongue: Arabic
- Fluent: English
- Intermediate: Swedish

General Interests
- Drawing
- Music
- Martial Art

Personal skills

- Leadership
- V-Shape Person
- Teamwork Skills
- Cross-Functional Team player