

Ahmed El-Zein

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Portfolio
LinkedIn



SENIOR DIGITAL DESIGNER | UX/UI DESIGNER

Seasoned graphic designer with over eight years of experience, now diving into UX/UI design to merge storytelling with functionality. Skilled in web design and coding, I craft user-friendly websites by applying UI expertise and user-centric design principles. From wireframes to prototypes, I focus on creating seamless, intuitive experiences that enhance usability. Passionate about problem-solving and design, I embrace the *Mamba Mentality*—bringing dedication, focus, and a relentless drive to deliver exceptional, impactful results.

EXPERIENCE

Building Blocks Peer Mentoring London, UK

UI Designer | April 2023 - June 2024

- Develop user flows, wireframes, and prototypes to effectively communicate concepts and implement innovative solutions.
- Collaborate with cross-functional teams, including product managers and developers, within an agile framework to integrate user experience goals into the product roadmap and design process.
- Design responsive and accessible interfaces that are visually appealing and user-friendly across various devices and platforms, staying up to date with the latest design trends and technologies to enhance user experience.
- Apply strong visual design principles, including typography, colour theory, and layout, to create aesthetically compelling and functional interfaces.
- Contribute to the development of design systems and style guides, ensuring consistency while implementing best practices to improve product performance.

Solace London, UK

Senior Graphic Designer | August 2022 - April 2023

- Developed website graphics (banners, thumbnails, videos), contributing to a 34% improvement in online marketing goals.
- Produced LinkedIn ads and social media posts, boosting click-through rates and engagement by 8%, raising brand awareness.
- Designed posters, marketing materials, and PowerPoint presentations for events and campaigns across departments.
- Created holiday/event-themed logos (Halloween, Christmas, Canada Day), sub-brand logos (Solace Garage, Solace Academy) and branded swag (fidget spinners, stickers) to promote brand recognition and strengthen brand identity.

AREAS OF EXPERTISE

- Brand Identity
- User Research
- Design Systems & Style Guides
- Web Design & Developments
- Wireframing & Prototyping
- Marketing & Advertising Design
- Responsive Design
- Visual Design
- Illustration

SKILLS

Software Skills

- Adobe CC Graphic Design (Photoshop, Illustrator, InDesign, XD, Acrobat, After Effects), Figma
- Github, Bootstrap, Drupal, Atom
- HTML5, CSS3, Javascript, JQuery
- Trello, Monday.com, Asana
- Microsoft Office (Outlook, Teams, Word, Sharepoint, PowerPoint, Excel), G Suite (Drive, Gmail, Docs, Meet, Calendar), Slack
- Bootstrap, Shopify, Wix, Weebly, Wordpress, Duda
- Google (Analytics, Ads), Marketing, Digital Marketing, Social Media Ads, eCommerce

DND - Department of National Defence of Canada Ottawa, Canada

Graphic Designer for the Director General Defence Security (DGDS)

March 2021 - July 2021

- Received my Secret Clearance, enabling work on confidential and sensitive documents while maintaining security protocols.
- Conceptualized and produced E-Publications and interactive PDFs, ensuring engaging and user-friendly digital documents.
- Crafted dynamic PowerPoint presentations, employing visual storytelling techniques to convey complex information effectively.
- Developed and designed templates and design assets for seamless integration into websites, ensuring consistent and visually appealing online experiences.

Graphic Designer for the Canadian Armed Forces (CAF)

September 2019 - August 2020

- Designed compelling infographics and posters for print and digital mediums, employing design principles to maximize visual impact.
- Spearheaded the creation and execution of daily social media posts across various accounts, ensuring consistent brand representation and engagement.
- Created the branding strategy for the Canadian Army Podcast, integrating visual elements that resonate with the target audience.
- Designed the Canadian Forces Parachutist badges, incorporating precision and creativity to capture the essence of the achievement.

Klipfolio Ottawa, Canada

Digital Designer | September 2016 - September 2019

- Certificates of Excellence in recognition of my substantial contributions to the success of marketing campaigns.
- Established comprehensive brand guidelines and defined the visual language.
- Conceptualized, designed, and coded for over 90 user-centric web pages, with a steadfast emphasis on usability and intuitive interfaces.
- Conducted usability tests which increased user satisfaction by 23%.
- Designed high-converting landing pages, driving conversions by 12%.
- Designed advertisements across all social media accounts (Facebook, Twitter, Instagram, LinkedIn and Youtube) which increased sales by 8%.
- Mentored marketing teammates to enhance their proficiency in HTML5 and CSS3 coding techniques.

Knowledge

- Graphic Design (typography, design composition for print and digital, branding, colour theory and layout)
- UI (style guides, responsive design, front-end development, prototypes, analytics and design systems)
- UX (research, journey maps, information architecture, user flows, personas and low and high fidelity wireframes)

Languages

- English, French, Arabic

EDUCATION

Product Design

Udacity | Emeryville, California, United States

- Coursework: design principles, user-centered design, design thinking, user research, feedback gathering, creating personas, design sprints, and prototyping for web and mobile.

Graphic Design

Algonquin | Ottawa, Canada

- Cumulative G.P.A. of 3.75/4
- Coursework: design fundamentals, including strategy, colour theory, typography, graphic design, UX/UI, web design, development, motion design, and photography.

GAS - Design Studies

Algonquin | Ottawa, Canada

- Cumulative G.P.A. of 3.4/4
- Coursework: graphic design, art history, illustration, and photography.

HOBBIES

- Fitness, Reading, Travelling, Food
- Basketball, Football, Video Games