Osama **Ali**

UX Designer
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Hey! I'm **Osama**. Simply I believe that wherever I am, **I must add value**. so, I'm looking forward to developing my skills, knowledge, and abilities for achieving **the business targets**.

My Work Process

From **Goals Understanding** to **Project Implement** start with **Understand** project scope, **Research** to Knowing the competitors, **Analysis** of latest UI/UX trends, **Sketch** to generate ideas then draw and draft to get wireframes and user flows, **Design** UI to define final theme, **Deliver** the project to the development team, then **Testing** to Check if it is easy to use and achieve business target.

Experience

SEP 2020 – Until Now
UX Designer, VA Computing

In VA Computing, I design a user experience for AI and machine learning products like:
- **Conversational AI** Products
- **MLOps** Products (**Data Annotation** Product – **Model Monitoring**...etc.)
- **Research Lab** Base AI Product
- **Virtual Assistant** App
- **User Management** Model Base **RBAC Model**
- **Deep Learning** Product

OCT 2018 – SEP 2020
UX / UI || Product Designer, Self-Employed

I worked remotely with people/ stakeholders from **Egypt**, **Saudi Arabia**, **Australia**, **Germany**, and **South Africa** and deliver to developers from Egypt, Germany, India, and Australia. Until now I worked with multiple industries, **eCommerce**, **Fin-tech**, **IoT**, **AI**, **ML**, **Ag-Tech**, and **LMS**. I built a lot of products **from scratch** and enhance some products to optimize the **CRO**.

JAN 2018 – OCT 2018
Software Engineer, Mazzike Group & Softcore

Develops software solutions by studying information needs; conferring with users; studying systems flow, data usage, and work processes; investigating problem areas; following the software development lifecycle.

Before 2018
Freelancer, Self-Employed

I started my journey early when I was in school (2008) (**14 Years old**), I used to work with **WordPress CMS** and **VB-Forms** and it's my start in customizing and building solutions based on ready **CMS** and work for a long time with customers behind learning **programming skill** that help my tasks to be don.

Education

2012 - 2016
B.SC. Computer Science, Faculty of Science, Suez Canal University

Where I study **computer science** and **math**, to graduate with good knowledge about how to build full software with good analysts and good code structure. then I worked through study in real product under university umbrella.

2021
Google UX Design Certificate, Google - Coursera

Certificate Link

2021
User Experience Nanodegree, Udacity

Certificate Link

Certifications

2021
Contact Center AI: Conversational Design Fundamentals, Coursera

Certificate Link

2021
CRO Agency Masterclass, CXL

Certificate Link

2021
Design Rules: Principles + Practices for Great UI Design, Udemy

Certificate Link

2021
Journey mapping 101, Udemy

Certificate Link

2018
Machine learning and Deep learning from Scratch in Arabic, Udemy

Certificate Link

2016
R Programming, Coursera

Certificate Link

2016
The Data Scientist's Toolbox, Coursera

Certificate Link

Personal Skills

- Think analytically and logically.
- Communicate effectively.
- Interactive and fast to learn.
- Good capability of listening to others
- Good in management and lead team to business target.

Conceptual Knowledge

- UX Concepts
- User Research
- Design Process
- Design Thinking
- User-Centric Design
- Lean UX
- Lean Startup & MVP

- Wireframing
- Prototype
- Visual design
- User Research
- Persona
- User Journey
- Usability Testing
- Competitors Research

- Figma
- Adobe Xd
- Google analytics
- Zeplin
- MIRO
- Flowmapp
- XMind

Languages

	English	Arabic
WRITE	Good	Excellent
READ	V good	Excellent
LISTEN	V good	Excellent
SPEAK	Good	Excellent