

Ahmad A. Altalla

**Citizenship: Palestinian Date of birth: 13<sup>th</sup> Apr, 1995.  
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## Personal statement:

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I am an energetic, ambitious person who has developed a mature and responsible approach to any task that I undertake, or situation that I am presented with.

## Education History:

(2013-2018)	<b>Bachelor of Mechatronics Engineering.</b> Al Azhar University in Gaza Strip.
(2012-2013)	<b>High school certificates.</b> Al Manfaluti School, Scientific section.

## Work Experiences:

**UI/UX Team Leader | Amaas Company (January 2022 – Now)**

## Main Duties:

- Work closely with Design, Art, and Programming Leadership.
- Lead the UI/UX Department (composed by 2D/3D Artists, UI/UX Designers, and UI/UX programmers) managing the UI/UX implementation of the ongoing projects.
- Maintain ownership of the product vision and roadmap and improve the product development process.
- Lead the team in expanding mastery of the business goals of each design request and pushing back on stakeholders with innovative UX/UI proposals. .
- Demonstrate high-quality design practices. This includes participation in all aspects of UI/UX: research, ideation, strategy, interaction design, and visual design.
- Building a UX / UI style guide. Setting and maintaining UX / UI design standards.
- Updating, maintaining, and developing interface specifications for the needs .

## **UI/UX Team Leader | Jelsat Company (February 2021– April 2022)**

### **Main Duties:**

- Gather and evaluate user requirements in collaboration with product managers and engineers.
- design ideas using storyboards, process flows and sitemaps.
- Design graphic user interface elements, like menus, tabs and widgets.
- Build page navigation buttons and search fields.
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like.
- Create original graphic designs (e.g. images, sketches and tables).
- Prepare and present rough drafts to internal teams and key stakeholders.
- Identify and troubleshoot UX problems (e.g. responsiveness).
- Conduct layout adjustments based on user feedback
- Adhere to style standards on fonts, colors and images.

## **UX/UI DESIGNER | PLamx Company (January 2020 – February 2021)**

### **Main Duties:**

- plan and implement new designs.
- Optimize existing user interface designs.
- Test for intuitivity and experience.
- Communicate with clients to understand their business goals and objectives.
- Develop technical and business requirements and always strive to deliver intuitive and user-centered solutions.
- Combine creativity with an awareness of the design elements.
- Create prototypes for new product ideas.
- Test new ideas before implementing.
- Conduct an ongoing user research.

## **UX/UI DESIGNER | New Solution Company (August 2019 - August 2020)**

### **Main Duties:**

- Plan and implement new designs.
- Optimize existing user interface design.
- Conduct tests for user experience and user interaction .

- Communicate with clients to understand their business goals and objectives.
- Develop technical and business requirements and always strive to deliver intuitive and user-centered solutions.
- Combine creativity with an awareness of the design elements.
- Create prototypes for new product ideas.
- Test new ideas before implementing.
- Conduct an ongoing user research.
- Designing high fidelity prototypes for apps and websites.
- Preparing design systems if needed.

## **UX/UI DESIGNER | level X TEAM (January2017- Now)**

### **Main Duties:**

- Analysis of applications and websites.
- Making initial perceptions (Sketch).
- Final design works for interface (UI Design).
- Continue working with the programming team.
- Building the Wireframe.
- Build applications based on user experience.

### **Training courses:**

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- UX/UI Design - Work without borders (40 Hours).
- Introduction to User Experience Design with coach Ahmed Al-Hawari (24 Hours).
- Design Thinking with coach Ahmed Al-Hawari - Orange (20 Hours).
- Graphic design & Online Freelancing – Ggatway (132 Hours).
- Work Online Graphic Design Training – BTI (150 Hours).
- Diploma in Graphic Design - Frame Company (100 Hours).
- Webinar UXQ & A - Coach Ahmed Al-Hawari.
- Webinar User Experience Design Principles & Tips - Coach Ahmed Al-Hawari.
- Webinar UXQ & A - Coach Ahmed Al-Hawari.
- User Experience Design – Edraak.
- Webinar UX Portfolio as a Pro - Coach Ahmed Al-Hawari.
- Webinar UXQ & A - Coach Ahmed Al-Hawari.
- Many courses on the Udemy platform.

### **Language:**

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- **Arabic:** Native
- **English:** Upper Intermediate

**Identifiers:**

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- Dr. Amin Shaat (Educational Supervisor at Ministry of Education) 0567079420
- Eng. Basim Hammad (IOS Developer ) 0592136673
- Eng. Ibrahim Abdel Hadi (Software Systems Engineer) 0597228389

**References:**

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References are available upon request.