Ahmad Al-Talla

SENIOR UX/UI DESIGNER | PRODUCT DESIGNER

Email: info@a7madtalla.me Phone: +970 595209294 Location: Gaza, Palestine (Remote

Professional Summary

Senior UX/UI Designer and Team Lead with 6+ years of experience designing user-centered web and mobile applications. Skilled in UX research, wireframing, prototyping, visual design, and design systems. Adept at leading design teams, collaborating with developers, and delivering intuitive digital experiences that align with business goals. Proficient in Figma, Adobe XD, Sketch, and responsive design.

PROFESSIONAL EXPERIENCE

Product Designer (UX/UI Lead)

Amaas Company | January 2022 – Present

Amaas is a real estate company providing innovative property solutions.

- Led a team of 4 UX/UI designers to deliver web and mobile applications that enhanced user experience and engagement.
- Conducted user research, usability testing, and feedback analysis to optimize real estate platforms.
- Developed wireframes, prototypes, and high-fidelity UI designs aligned with business goals.
- Established design systems and style guides to ensure consistency across all digital products.
- Partnered closely with developers and product managers to ensure timely delivery of projects.
- Increased user engagement and satisfaction by improving navigation and visual hierarchy.

Product Designer (UX/UI Lead)

Jelsat Company | Feb 2021 – Apr 2022

Jelsat is a company specialized in chalet booking and vacation rentals.

- Led the UX/UI design team to create web and mobile booking platforms that enhanced user flow and engagement.
- Conducted user research and usability testing to enhance the online booking experience.
- Developed wireframes, prototypes, and high-fidelity UI designs that optimized conversion rates.
- Developed design systems to maintain consistency across platforms.
- Coordinated with developers and product managers to ensure smooth project execution.
- Increased user satisfaction and booking completion rates through optimized interface design.

Senior UX/UI Designer

Plamx Company | January 2020 – February 2021

- Designed intuitive web and mobile interfaces for client projects, improving usability and user satisfaction.
- Conducted user research and testing to inform design decisions and enhance UX.
- Created wireframes, interactive prototypes, and high-fidelity UI designs.
- Worked alongside developers to ensure accurate implementation of design specifications.
- Assisted in developing design systems and style guides for consistency across projects.

Senior UX/UI Designer

New Solution Company | August 2019 – August 2020

New Solution Company executed multiple projects across various domains.

- Designed customer-focused web and mobile interfaces for diverse client projects.
- Conducted user research and usability testing to improve product experience.
- Created wireframes, interactive prototypes, and high-fidelity UI designs.
- Teamed up with developers to deliver precise design outcomes.
- Contributed to the development of design systems and style guides for consistency across projects.

SKILLS

UX Design

User Research & Analysis - Wireframing & Prototyping - Interaction Design & Information Architecture - Usability Testing & User Feedback Analysis - Accessibility & Inclusive Design .

UI Skills

Visual Design & Interface Design - Responsive & Mobile Design - Design Systems & Component Libraries - Typography, Color Theory .

Tools

Figma - Adobe XD - Sketch - InVision -Elementor - Zeplin

EDUCATION

Bachelor of Mechatronics Engineering

Al Azhar University, Gaza Strip — 2013-2018

High School Certificate

Al Manfaluti School, Scientific Section — 2012-2013

CERTIFICATIONS & TRAINING

Technical Training in UX UI Design

Digiwork (100Hours)

Introduction to User Experience Design

Coach Ahmed Al-Hawari (24 Hours)

Design Thinking

Orange

Graphic Design & Online Freelancing

Ggateway (132 Hours)

User Experience Design

Edraak

UX/UI Design

Work Without Borders (40 Hours)

ACHIEVEMENTS

- Led redesign of multiple real estate platforms, increasing user engagement by 30%.
- Improved booking completion rates for chalet reservation platform by 25% through UX optimization.
- Mentored 4 junior UX/UI designers, improving team productivity and design quality.
- Executed design systems across 3 companies to maintain efficiency and uniformity.
- Delivered over 20 client projects with positive user feedback and high satisfaction ratings.