

# Osama Diab

SENIOR UX/UI SPECIALIST

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## INTRODUCTION & SUMMARY

Senior UI/UX Specialist from Egypt, with over 50 launched products, adept at shaping product vision and building scalable, useful, usable digital experiences. Proficient in leading the full design cycle from user research and strategy to high-fidelity prototyping and developer hand-off for web and mobile applications. Adept at translating complex business requirements into user-centric solutions that enhance engagement and drive key performance metrics.

## WORK EXPERIENCES

Absher Platform and App (Elm Company) 2023 - Ongoing Riyadh  
**UX/UI Designer Team Leader**

Lead ongoing user research to gather requirements, conduct usability tests, and create empathy maps. Transform insights into designs by creating wireframes, user flows, mockups, and low/high-fidelity prototypes within a Design System. Build graphic elements, UI components, and prepare/present drafts to internal teams and key stakeholders to validate ideas and create useful products.

Ministry of Communications (T&S Company) 2021 - 2023 Riyadh  
**UX/UI Designer Team Leader**

Develop useful and usable products by visualizing design concepts through wireframes, user flows, mockups, and low/high-fidelity prototypes

Ministry of Energy (T&S Company) 2018 -2021 Riyadh  
**Senior UX/UI Designer**

Creates attractive, responsive, and easy to use websites with visual elements based on UX case studies, ensuring alignment with web design and user experience requirements.

Dar Al Arkan Properties Holding Company 2015 -2018 Riyadh  
**Senior Graphic Designer & Web Designer**

Lead the full design lifecycle, from initial brand identity creation (including logos, style guides, and marketing collateral) to the development of responsive, user-friendly websites that brought the brand vision to life.

AlKifah Holding Company 2011 -2015 Dammam  
**Senior Graphic Designer & Web Designer**

Directed brand identity projects (logo, typography, color, brand guidelines), designed and developed responsive websites from wireframe to live deployment, created all supporting digital & print collateral to ensure full brand consistency, mentored junior designers and presented creative concepts to stakeholders.

## PORTFOLIO

www.osamadiab.com  
www.be.net/osamadiab

## REWARDS & AWARDS

**Best Book Cover design** 2013  
Best book cover design (International Book Fair)

**Best User Experinces & design system** 2021  
Best user experinces and design system in the Minstry of Energy projects

## PROFESSIONAL SKILLS

Figma	★★★★★
Adobe Family	★★★★★
HTML	★★★★★
CSS	★★★★★
React JS	★★★★★

## COURSES & CERTIFICATES

Google UX Design Professional (7 Courses) <b>Google Professional Certificate</b>	2020
Udacity and 1 million arab coders <b>Full Stack Development</b>	2019

## KNOWLEDGE & EDUCATION

University of Cairo <b>Bachelor of Arts</b>	2005
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## GLOBAL LANGUAGES

Arabic	★★★★★
English	★★★★★
Germany	★★★★★