

# Osama Diab

## SENIOR UX/UI SPECIALIST

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Saudi Arabia

## PORTOFOLIO

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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.

## REWARDS & AWARDS

### Best Book Cover design

2013

Best book cover design (International Book Fair)

### Best User Experiences & design system

2021

Best user experiences 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)

2020

[Google Professional Certificate](#)

Udacity and 1 million arab coders

2019

[Full Stack Development](#)

## KNOWLEDGE & EDUCATION

University of Cairo

2005

[Bachelor of Arts](#)

## GLOBAL LANGUAGES

Arabic

★★★★★

English

★★★★★

Germany

★★★★★