
Ahmed Yahia

Digital Marketing Web Designer

At M.H. Alshaya

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I am 8+ years of Digital Designer & Google AdWords Certified with fully understand of implementing the campaign marketing functional paradigm (Campaign planning, campaign design, testing, execution, offer management, promotion history, contact management, response tracking and reporting).

PERSONAL INFORMATION

Residence Country: Kuwait.

Visa Status: Residency Visa (Transferable).

Driving License Issued from: Kuwait.

Birth Date: 18 October 1987.

Nationality: Egyptian.

Marital Status: Married.

EXPERIENCE

Sep 2015 - Present

Digital Marketing Web Designer (UI/UX) at *M.H. Alshaya Co.*

- Collaborate with Multi-Channels team to define and launch digital campaigns assets (GDN Banner, Landing Pages.) to over 43+ Alshaya brands like Starbucks, Privileges Club, Debenhams, H&M, American Eagle, Mother Care.
- Using modern web and/or mobile environments such as HTML, CSS, JavaScript, WordPress CMS, Android UI, and iOS UI, as well as how the technologies of each can be used to further enhance the overall experience.
- Produce quality design that accurately reflect a visual design language or brand guideline, Create, improve Design and wireframes, prototypes, style guides.

August 2011 – Sep 2015

Senior Web Designer, at *Caveo Brokerage Co.*

- Assess, manage, and implement day-to-day website requests including content, assets, UI/UX design, IA, A/B and multivariate testing, and SEO best practices.
- continually Design and update Website and Mobile app UI/UX.
- Google Analytics experience with the ability to glean and share insight and recommendations based on data.
- Creating designs for online advertising campaigns through Google Ad Words and Facebook.

March 2014- Jun 2015

Senior Web Designer, at *Grassroots Company.*

- Design Social Media themes and create flyers, rollups, identity, and other graphic design issues.
- Design Mobiles and websites UI.
- Deliverables include wireframes, workflow diagrams, interactive mockups, and prototypes.



- May 2009 - Dec 2011 Senior Web Designer, at *Space Zone Company*.
- Create 500+ Website Design using HTML, CSS and Joomla CMS, WordPress CMS.
 - Create effective, intuitive UX/UI and visual designs for Mobile applications
 - Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.

- January 2007 - June 2009 Web Designer, at *BEC port Said Company*.
- Design and development of websites for various industries using the latest trends and technologies.
 - Testing and conducting usability studies to evaluate the user experience.

EDUCATION AND CERTIFICATES

- January 2017 Google Ad-Word Mobile Certificate.
- January 2017 Udemy AMP WordPress Certificate.
- January 2013 MCITP "Microsoft Certified IT Professional ", *from Arabic institute*.
- October 2010 International Computer Driving License (ICDL), *from Shaal Institute*
- August 2008 Management information system (**MIS**) *from Sauze Canal University. - Egypt.*
- January 2005 **Diploma**, Web Designer, *from IBM Century 21*

SKILLS

Technical Skills

- Proficiency in Adobe creative suite **Photoshop, Illustrator, InDesign**.
- Solid Skill in **Sketch, Adobe XD**.
- Solid Skill in **HTML5, CSS3, Bootstrap**.
- Solid Skills of CMS **WordPress** and **Joomla**.
- Magento, Woo Commerce, OpenCart.
- Experience with prototyping tools (Invision, Flinto).
- Collaboration tools for Designers and Developers relationship tools like (Sympli, Avocode, zeplin).
- Mobile app Analytics Snagbug and crashlytics, Fabric.
- JavaScript
- jQuery
- Google Analytics.
- Google Web Designer

Other Skills

- Arabic Mother language.
- English – fluent.

