Sayed Ayman Elghannam

UX/UI Designer | Design Engineer | Cairo, Egypt
Email - Phone - LinkedIn - Behance – Portfolio

Summary

UI/UX Designer focused on designing intuitive SaaS products and digital experiences for startups and businesses. Experienced in user research, information architecture, wireframing, prototyping, and translating complex requirements into clear, user-centered interfaces. Currently working on NASAQ, a social commerce SaaS platform, while expanding into front-end development to bridge the gap between design and implementation

Education

Bachelor of Arts in Sociology
Faculty of Arts, Damanhour University | 2022 – July 2026

Developed a strong understanding of human behavior, qualitative research, and social patterns, applying these insights to user research and user-centered design decisions

INTERNSHIPS

UI/UX Designer Intern & Team Leader
Digital Egypt Pioneers Initiative (DEPI) | Nov 2025 – Jul 2026 | certificate

- Led a 4-member design team, managing task distribution and coordinating the delivery of 2 UX case studies
- Designed 2 end-to-end UX case studies (ClinicFlow & Skillora), covering 50+ screens across web and mobile platforms
- Conducted user research with 4 participants, translating findings into problem statements and 30 wireframes
- Refined 4 core user flows in ClinicFlow to simplify clinic booking and management tasks

UI/UX Design Trainee
Huma Volve | Sep 2026 | certificate

- Completed an intensive one-week training program covering UX discovery, requirements analysis, wireframing, and prototyping
- Explored design systems, component architecture, and client brief analysis

SELECTED PROJECTS

NASAQ | Design & Development | Social Commerce SaaS Platform | Project

- Designed the landing page from scratch, translating the product vision into a structured and engaging user experience
- Developed the design into a fully responsive web interface, implementing interactive components and layouts
- Built responsive Arabic RTL layouts with attention to typography, visual hierarchy, and cross-device consistency

Tech Stack: Next.js, React, TypeScript, CSS, Lucide React

Personal Portfolio | Design & Development | Project

- Designed and developed a personal portfolio to showcase UI/UX case studies, projects, and professional capabilities
- Built responsive interfaces with interactive animations, smooth scrolling, and Dark/Light mode
- Integrated Sanity CMS to manage and publish portfolio content dynamically
- Implemented performance monitoring and user behavior analytics to evaluate website experience

Tech Stack: Next.js, React, TypeScript, Tailwind CSS, shadcn/ui, Framer Motion, Sanity CMS

Monexa | UX/UI Case Study | Project
Smart Banking Application

- Designed a budgeting experience covering 5 core money-management features
- Conducted 4 user interviews and designed 20+ low- and high-fidelity screens, including an ATM locator feature

Maslahty | UX/UI Case Study | Project
Government Services Platform

- Redesigned 3 core government service workflows to simplify task completion
- Created 30+ wireframes, user flows, and interactive prototypes using Figma and FigJam

Achievements

- **1st Place** – Zag Eng Team UI/UX Deep Dive Workshop (2025), competing against 10 teams
- **3rd Place** – Nexera UI/UX Problem Solving Challenge, Season 2 (2026)
- **3rd Place** – Pixel Perfect UI/UX Competition (2025), among 50+ participants for landing page design

COURSES

Conduct UX Research and Test Early Concepts | Google – Coursera | Sep 2026 | certificate

- Conducted UX research, gathered user feedback, and tested early design concepts to identify usability issues

Using AI in the UX Design Process | LinkedIn Learning | Jan 2026| certificate

- Explored AI applications in UX research, ideation, and design decisions

Introduction to UX Design | Almentor | Sep 2025 | certificate

- Learned UX principles and the end-to-end user-centered design process

Figma UI/UX Crash Course – Zero to Hero (Arabic) | Udemy | Jul 2025 | certificate

- Practiced responsive UI design, interactive prototyping, and design systems in Figma

Build Wireframes and Low-Fidelity Prototypes | Google – Coursera | Jan 2025 | certificate

- Created wireframes and low-fidelity prototypes for web and mobile products

Start the UX Design Process: Empathize, Define, and Ideate | Google – Coursera | Nov 2024 | certificate

- Practiced user research, problem definition, and ideation techniques

Foundations of User Experience (UX) Design | Google – Coursera | Sep 2024 | certificate

- Studied user-centered design, usability principles, and accessibility

Skill

UI/UX & Product Design

User Research | User Personas | Empathy Mapping | User Journey Mapping | Competitive Analysis | Information Architecture | User Flows | Wireframing | Prototyping | Interaction Design | Usability Testing | Heuristic Evaluation | Design Systems | Variables & Tokens | Responsive Design | Developer Handoff

Development Technologies

HTML (Currently Learning) | Next.js | React | TypeScript | Tailwind CSS

Design & Development Tools

Figma | FigJam | shadcn/ui | Framer Motion | Sanity CMS | Lucide React

language skills

Arabic | Native

English | Good