TAGHREED SAID ALFEKY

Product & UI/UX Designer | Front-End (React)

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Damanhour, Beheira, Egypt

UI/UX DESIGN

- User Research & Personas
- Information Architecture & Sitemaps
- User Flows & Journey Mapping
- Wireframing (Lo-Fi to Hi-Fi)
- Interactive Prototyping
- Design Systems & Components
- Accessibility & Responsive Design
- UX Writing

FRONT-END ENGINEERING

- React & JavaScript
- TypeScript (familiar)
- HTML5 & CSS3 · Mobile-First Layouts
- Component-Based Architecture
- Figma-to-Code Translation

AI-POWERED WORKFLOW

- AI-Assisted Research Synthesis
- Prompt-Driven Ideation & UX Copy
- Generative Layout Exploration
- ChatGPT · Claude · Grok

TOOLS

- **Figma — auto layout, variants, dev mode**

Microsoft Word · PowerPoint · Excel

TRAINING

- UI/UX Diploma — EraaSoft (2026)
- UI/UX Advanced Diploma — Rahma Anwar (2026–present)
- Front-End Diploma (React) — Route Academy (2025)
- Front-End Fundamentals — Elzero Web School (2025)

LANGUAGES

Arabic — Native

English — [G]

PROFILE

Product-minded UI/UX Designer with one year of hands-on experience designing end-to-end web and mobile products, supported by formal front-end engineering training in React. Combines design craft — research, information architecture, wireframing, prototyping, and design systems — with genuine engineering fluency: understands component architecture, state, and responsive implementation, and designs with developer handoff in mind. Applies a modern, AI-assisted workflow across research synthesis, ideation, and content to move faster without compromising on user evidence.

PROJECTS

Saydalia — Pharmacy & Medication Management App

Lead UI/UX Designer | Figma | Mobile

End-to-end healthcare mobile application covering medication management, smart dose reminders, prescription scanning, nearby-pharmacy discovery, live pharmacist chat, and medicine ordering.

- Conducted UX research on medication-management pain points, with accessibility focused on elderly users and patients managing multiple medications — a constraint that drove every layout, contrast, and interaction decision.
- Built the full discovery framework: user personas, empathy maps, How-Might-We statements, information architecture, sitemap, and user flows.
- Designed complete journeys for authentication, reminders, prescription scanning, pharmacy discovery, pharmacist chat, ordering, and profile management.
- Developed a reusable design system — colors, typography, components, buttons, cards, interaction states — using Figma auto layout and variants for handoff-ready consistency.
- Iterated on usability testing feedback to improve clarity and accessibility across core flows.

Glowee — Beauty Center Booking Platform

Product Designer | Figma | Mobile · Web · Admin Dashboard

Multi-surface booking product: a customer-facing app for discovering beauty centers, browsing services and ratings, and booking appointments — plus supporting web and dashboard experiences.

- Ran UX research into booking behaviors and pain points; produced personas, empathy maps, affinity diagrams, and user journeys.
- Designed the complete booking funnel: discover → select service → choose time slot → confirm appointment, minimizing steps to confirmation.
- Extended the experience across home, search & filters, center profiles, services, reviews, bookings, and profile management.
- Built interactive prototypes and refined flows from usability findings; structured the design system for handoff with named components and states.

InstaPay — Web Platform Redesign (Concept)

UI/UX Case Study | Figma | Web

Conceptual redesign of Egypt's instant-payments platform: modernization of the visual interface while preserving brand identity and improving accessibility of core money-transfer flows.

- Audited the existing experience against usability heuristics; identified issues in information hierarchy, spacing, typography, and flow friction.
- Restructured site architecture and visual hierarchy; produced modern, responsive, accessibility-conscious interfaces, demonstrating rebrand-safe redesign without loss of recognition.

EDUCATION

B.Sc. Engineering — Systems & Computers Department, Al-Azhar University · Grade: Good