



Rana Allam

Senior Product Designer

With over 11 years of experience in Design and Visualization, I bring a strong Design foundation into Product Design, crafting seamless digital experiences for mobile apps, web platforms, and dashboards. My expertise spans visual storytelling, branding, UX research, and scalable design systems. I thrive in cross-functional collaboration, applying Design Thinking to create user-centric solutions that balance usability, accessibility, and business goals.

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Experiences:

2024-Present **Senior Product Designer** | MADFU مبدع B2C + B2B (Web, Responsive, App, and Dashboard)

Led the creation of a unified design language and scalable design system across multiple products and platforms.

Developed and maintained modular, reusable UI components, design tokens, and pattern libraries.

Initiate user research, usability testing, and competitor analysis to inform design decisions.

Built interactive prototypes and high-fidelity UI designs for mobile and web platforms.

Led design critiques and mentorship to uphold high UI/UX standards.

Conducted workshops on Design Thinking methodologies to foster innovation.

Collaborated with engineers to ensure pixel-perfect implementation and maintain quality across products.

Advocated for accessibility best practices to create inclusive user experiences.

2023-2024 **Product Designer** | **Communico AI** (Web and Dashboard)

Designed intuitive user interfaces for digital platforms, ensuring a seamless user experience.

Conducted UX research and usability testing to refine and enhance product designs.

Led design iterations on pre-existing UI components to improve usability.

Collaborated with developers and product managers to align design strategies with business goals.

Designed and animated interactive UI components.

Rebranded and created customized graphic design elements to enhance brand identity.

2022-2024 **Senior Design (ART) Director** | **Carbony Studios** (Ads, Web and Workshops)

Managed the end-to-end design process, from ideation to final implementation.

Developed responsive web designs for Clients

Created and maintained a comprehensive design system to ensure consistency across platforms.

Collaborated closely with cross-functional teams, including strategy, development, and Accounts teams.

Mentored junior designers and provided design guidance and critiques.

Led branding and rebranding initiatives, ensuring cohesive digital experiences.

Other Experience: (Design)

2022- 2022 **Art Director** | **Viola Communications** (Ads, Web)

2018- 2022 **Art Director** | **Ghorilla Advertising** (Ads, Web)

2017- 2018 **Teaching Assistant** | **German University in Cairo** (Animation, Web Design)

2015- 2017 **Senior Graphic Designer** | **TechnoWireless** (Ads, Web)

2015- 2015 **Graphic Designer** | **Ghaleb Production House** (Photoshoting, Content Design)

2014- 2015 **Graphic Designer** | **Ergasti Digital** (Ads)

2012- 2014 **Artistic Zupervisor** | **KidZania**

Tools & Skills:



Wireframing, Prototyping & UI Design

Animation & Micro-interactions

End-to-End Product Design
(from research to implementation)

Design Thinking & UX Research

Cross-Functional Collaboration

Scalable Design Systems

Interaction Design & Accessibility

User Research & Usability Testing

Education:

German University in Cairo

Bachelor's in Applied Sciences and Arts | Graduated with Honors
October 2011 - May 2016 | City of New Cairo, Egypt

Certificates:

Foundations of User Experience (UX) Design
Coursera (Issued 2023)

Advanced User Experience Design
Udacity (Issued 2023)

Emotional Design — How to Make Products People Will Love
Udacity (Issued 2024)

UI Design Patterns for Successful Software
Udacity (Issued 2024)

Build a Standout UX/UI Portfolio: Land Your Dream Job
Udacity (Issued 2024)

Affordances: Designing Intuitive User Interface
Udacity (Issued 2025)

Gamification - How to Create Engaging User Experiences
Udacity (Issued 2025)

Languages:

Arabic (Native)
English (Fluent)
German (Conversational)
French (Conversational)

www.linkedin.com/in/Allamek

<https://ranaallamf338.myportfolio.com>

[behance.net/Allamek17](https://www.behance.net/Allamek17)