Mahmoud Ali

User Experience and Interaction Designer Lead

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DESIGNER

An accomplished and well-rounded design thinker with a keen eye for details, healthy enthusiasm for great ideas and a drive to help find better and simplified solutions for digital products. Proven record delivering innovative and practical design solutions across fortune 500 and startups.

LEADER

As a leader, I've held management positions, where I'm comfortable establishing a design thinking strategy among teams. My leadership is exemplified by fostering cross functional relationships, evangelizing interaction design culture, and always advocating user first. I gain great satisfaction bringing people together to discuss design challenges by facilitating workshops, ideation sessions, and fix-a-thons.

INNOVATOR

Product design is a continuous cycle of concept, build, test, learn. I've used data and research materials as tools to include, inspire and inform business partners to take strategic approach on product's development. This has resulted in better alignment of goals/expectations, more effective and higher quality of output as well as encourages innovation through design-led projects.

DESIGN DYNAMICS

- Interaction/UX Design
- Visual Design
- Personas
- Holistic Multi-device Approach
- Framing the Problem or Opportunity
- MVP Approach
- Storyboards
- User Journey
- User Research
- Validation and Evaluation
- Stakeholders Presentation

SENIOR EXPERIENCE DESIGNER

BROADCOM

MAR 2020 - PRESENT

working closely with Agile development teams and product management to define, design, and deliver the next generation of Layer7 toolset API management and continuous testing software.

SENIOR EXPERIENCE DESIGNER

INTUIT

OCT 2019 - MAR 2020

Designed Go-to-Market experiences for Intuit's internal marketing and sales force to facilitate offering products in digital and retail formats. Design challenges included promotions, vouchers, and segmentation discounts for companies tax and payroll products.

PRODUCT DESIGNER

FACEBOOK
DEC 2018 - OCT 2019

Engaged Facebook societies (PMs, data scientists and DEV) in designing next-gen full funnel advertising solutions using algorithm mutations to evolve optimal solutions and enhance ML serving emerging verticals.

Defined MVP approach and created wireframes and interactive mockups to demonstrate interaction using Proton (Facebook proprietary prototyping tool)

Used FB monthly credit to test Ad Manager's funnel objectives (dogfooding) using pixel cloud and real customer's catalog.

SENIOR EXPERIENCE DESIGNER

CISCO

AUG 2017 - DEC 2018

Hands on and leadership in creating the visual and interaction language for Cisco's intelligent digital signage solutions using Sketch, InVision and Adobe CC.

Performed research sessions and distilled findings to actionable design decisions reviewed with IoT team to determine MVP approach.

Continuous collaboration with PMs and extended team via discovery meetings, grooming Rally stories and attending stand ups.

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TECHNOLOGIES

Security Architecture & Enablement | Social Media | Financial | PKI | Institutional | SSL Encryption | Digital Advertising Optimization | IoT | CAD/CAM | Video live broadcasting and monetization | CRM | Machine Learning | AI

EDUCATION

School of Architecture, Cairo University, Egypt
Bachelor of Science in architectural design

EXTRACURRICULAR

Stanford University
HCI course, emphasis on mobile design
Creative design and critical thinking course

University of California, Santa Cruz
UNIX Administration Program

U.S. Green Building Council
LEED Accredited

DESIGN/PROTOTYPING APPLICATIONS

Sketch | Adobe CC | InVision | Omnigraffle | Keynote | Axure | Proton | Balsamiq | Adobe XD | Figma | Office 365 | Quip | Pixel | ...

TEAMS ENGAGEMENT

PMs | Scrum Matsers | Developers | Business Analysts | Researchers | Legal/Compliance | Program Managers | Data Scientists | Other UXrs | External Agencies

PRINCIPAL XD LEAD

OOYALA
SEP 2016 - AUG 2017

Lead a global designers team to create a unified user experience enabling the publishing and monetizing of OTT media.

Created a unified design system across all products portfolio. Managed and coached research efforts, fostered ideation, and all aspects of communication with PMs and other stakeholders in a challenging international customer base.

SENIOR XD LEAD

ADOBE
OCT 2015 - SEP 2016

Provided immersive ad-buying interaction design. solutions that forecast the best mix of search, display, and social ads driven by Adobe Analytics.

Designed automated campaign management solutions on multiple social media platforms.

SENIOR USER EXPERIENCE DESIGNER

ELLIE MAE
JUL 2013 - OCT 2015

Hands-on and leadership in designing Ellie Mae's next-gen (mobile & web) mortgage automation system in an Agile environment.

Created cross products information architecture, user flows wireframing, prototyping, and user testing scenarios.

Managed workloads and task assignments for on-site and satellite design team members.

PRINCIPAL USER EXPERIENCE DESIGNER

SYMANTEC
JUL 2011 - JUN 2013

Lead mobile & web eCommerce design of SSL certificate purchase and management in an Agile environment.