

# AHMED MAHRAKAWY

## Product Designer

**Portfolio:** [www.amky.ca](http://www.amky.ca)

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**YouTube:** [www.youtube.com/@design-together](http://www.youtube.com/@design-together)

## EDUCATION

### BACHELOR OF SCIENCE, PSYCHOLOGY (2014)

Carleton University, Ottawa, ON

Related Coursework: Perception, Behavioral Psychology, Personality, Social Psychology, Positive Psychology, Advanced Topics in Cognitive Psychology, Advanced Research Design and Analysis.

### DIPLOMA, UX/UI DESIGN (2016)

BrainStation, Toronto, ON

## WORK EXPERIENCE

### CO-FOUNDER

RogueUX Inc

Jan 2021 - Current

I founded RogueUX in 2021. RogueUX clients include Endangered Languages Project, Top Notch Homes Realty, FCR

My responsibilities include:

- Designed and built agency website ([www.rogueux.com](http://www.rogueux.com)) on Webflow
- Prospecting: lead generation, cold emailing, cold calling
- RFP research and proposal writing
- Hiring contractors
- Managed and worked along side designers on projects
- Roadmapping, setting and tracking timeline, ticket management, client communication.

### PRODUCT DESIGNER

Playground Inc - 2 yrs

Feb 2019 - Jan 2021

I worked with the founding team to shape the design team structure and practices. I managed multiple on going client projects including RBC, Mozilla, Sportsnet, and Shopify.

My responsibilities included:

- UX research
- Design workshop facilitation
- UI design
- Design ticket management
- Q&A
- Prototype design
- User testing
- Social media content design

### UX/UI DESIGNER

Limelight Platform Inc - 6 mos

Aug 2017 - Jan 2018

I worked with the marketing team to redesign the Limelight website and marketing materials. I was part of the design team responsible for designing the user interface of the iOS application.

## SKILLS

USER-CENTERED DESIGN

DESIGN THINKING WORKSHOPPING

USER RESEARCH

USABILITY TESTING

RAPID PROTOTYPING

HEURISTIC ANALYSIS

ACCESSIBILITY DESIGN

PRODUCT MANAGEMENT

PROPOSAL WRITING

COLD CALLING

CMS DEVELOPMENT

HTML, CSS, JAVA

## TOOLS

MURAL

OMNIGRAFFLE

OVERFLOW

SKETCH

FIGMA

INVISION

PRINCIPLE

ADOBE CC SUITE

JIRA

EXCEL

WEBFLOW

WORDPRESS