
AHMED EL MAHRAKAWY

Product Designer

✉ ahmedelmahrakawy@gmail.com

☎ (204) 384-6920

EDUCATION

DIPLOMA, UI/UX DESIGN
(2018)

Brainstation, Toronto, ON

BACHELOR OF ARTS, PSYCHOLOGY
(2016)

Carleton University, Ottawa, ON

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

BOOKS THAT INFLUENCED
MY PROCESS

Design of Everyday Things
A Timeless Way of Building
A Pattern Language
Design Systems
Ruined by Design

WORK EXPERIENCE

Product Designer

Playground Inc. Feb 2019 - Current

- Participated in and contributed to research and insight gathering
- Lead and participated in design thinking exercises & workshops
- Created user flows, sitemaps, and wireframes
- Developed prototypes at various levels of fidelity
- Created design systems and defined style guides
- Expert understanding of branding, UI design, and systems design
- Designed marketing content, such as social posts and brochures
- Collaborated with engineers in crafting web and mobile experiences
- Contributed to the overall design culture

UX/UI DESIGNER

Contract with Limelight Platform Inc. Oct 2017 - Jan 2018

- Conducted phone and in-person interviews
- Developed affinity diagram and user personas
- Developed wireframes and prototypes
- Redesigned website architecture and UI design
- Developed Unbounce landing pages
- Designed creative assets such as case studies and social content for the marketing & social team
- Designed sales and pitch decks for the sales team
- Designed a fresh look to a series of eBooks

CO-FOUNDER, PRODUCT DESIGNER

Branch Inc. Jan 2016 - Jul 2017

- Lead To Win (LTW) Cohort
- Raised \$60,000 in grants to develop product
- Conducted user research and interviews with target audience
- Created persona based user flows
- Defined information architecture
- Designed wireframes and high fidelity screens
- Developed Invision and Principle Prototypes
- Conducted moderated usability tests
- Collaborated with developers throughout the software development lifecycle
- Managed client relationships and ensured the quality of deliverables

SKILLS

USER-CENTERED DESIGN
DESIGN THINKING EXERCISES
USER RESEARCH
USABILITY TESTING
RAPID PROTOTYPING
HEURISTIC ANALYSIS
ACCESSIBILITY DESIGN
INTERACTION DESIGN
UI DESIGN
CONTENT DESIGN

TOOLS

MURAL
OMNIGRAFFLE
OVERFLOW
SKETCH
FIGMA ❤️
INVISION
PRINCIPLE
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
ADOBE AFTER EFFECTS [*In Progress*]
APPLE KEYNOTE
HTML
CSS
JAVASCRIPT

PLATFORMS

WORDPRESS
SHOPIFY
UNBOUNCE