

# Mina Magdy

Senior Product Designer (UI/UX) | Data-Driven Fintech & Digital Products

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## PROFESSIONAL SUMMARY

Senior Product Designer (UI/UX) with 5+ years of experience specializing in complex, data-driven fintech and B2B SaaS products across web and mobile platforms. Expert in transforming dense financial requirements into scalable, compliance-aware user experiences that improve usability and decision speed. Proficient in end-to-end design — from user research and wireframing to high-fidelity prototyping and design systems — with hands-on front-end skills (HTML, CSS, React) that bridge design and development. Strong collaborator with cross-functional teams in Agile/Scrum environments.

## CORE SKILLS

<b>Product &amp; UX</b>	Product Design · UI/UX Design · Wireframing · Prototyping · User Research · Usability Testing · A/B Testing · Information Architecture · User Flows & Journey Mapping
<b>Design Systems</b>	Design Systems · Scalable UI Components · Responsive & Grid-Based Design · RTL / LTR Localization · Data Visualization · Performance-Aware UX · Motion & Micro-interactions
<b>Tools</b>	Figma · Adobe Photoshop · Illustrator · After Effects · Premiere Pro
<b>Front-End</b>	HTML · CSS · JavaScript · React
<b>Process</b>	Agile · Scrum · Design Sprints · Cross-functional Collaboration

## PROFESSIONAL EXPERIENCE

### Senior Product Designer (UI/UX)

Arab Finance · Full-time

Sep 2023 – Present · Cairo, Egypt

- Designed data-heavy financial dashboards that improved data scanning speed by **25%** based on internal usability feedback.
- Simplified complex user flows, reducing key task completion steps by **20%** and significantly improving task clarity.
- Built scalable UI component library that reduced design-to-development handoff time by **30%**.
- Conducted usability testing and iterative UX improvements that contributed to smoother user journeys and reduced reported usability issues.
- Maintained RTL/LTR design consistency across the full product, supporting both Arabic and English markets.

### UI/UX Designer — Brand & Digital

AF Securities · Part-time

Nov 2023 – Present · Cairo, Egypt

- Maintained visual design standards and UI consistency across digital channels for financial products.
- Designed branded digital assets aligned with the product's visual identity and design system.
- Ensured consistency between product design language and external communications.

### Founder & Lead Instructor — Design & Media

Design Academy · Self-employed

2021 – 2023 · Cairo, Egypt

- Trained and mentored **50+ students** across UI/UX design, motion graphics, and media disciplines.
- Developed structured curricula that improved learner completion rates and measurable skill progression.
- Managed end-to-end academy operations: content planning, delivery, student evaluation, and scheduling.

### Independent Product Designer (Freelance & Contract)

Self-employed

Dec 2020 – Jan 2022 · Remote

- Delivered **15+ freelance projects** across UI/UX, digital, and visual design for various clients.
- Maintained an on-time delivery rate of **95%** across all client engagements.
- Improved visual clarity, UI consistency, and user flows for multiple client digital products.
- Detailed case studies available upon request (NDA applies).

## EDUCATION

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### Bachelor's Degree — Fine Arts

College of Fine Arts, Cairo · 2002 – 2007

Specialization: Animation, Interactive Technology, Video Graphics & Special Effects

## LANGUAGES

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**Arabic** — Native / C2

**English** — Professional Working Proficiency / B2+