

Mohammed M.Akasha

UIUX Designer

User Centred Designer based in Dubai, 4+ years of experience across Product Design disciplines (Interaction, UI, UX, and motion). leading the design of digital products and crafting amazing User Experiences focus on human needs.

Work Experience

- **Connecting Classrooms UKaid / Product Designer**
April 2021 – JAN 2022, British Council Africa – Contract.
 - Established design system in **collaboration with the Product Manager**.
 - Documented (**Domain Driven Design**) UI system
 - Devised a **lean UX strategy** to help the team improve the product making it **scalable, maintainable, and sustainable**.
- **Syber Technology / Product Design Consultant**
MAY 2020 – DEC 2021, Sudan-Khartoum
 - Developed the new **design system** for a **large-scale payment app** in Sudan, used by more than **200K daily active users**.
 - Led the **Ui design** of the payment gateway until it connected to global Visa payment methods.
 - **Launched the new app** with the new design and received great feedback from customers and the **number of downloads increased**.
- **Full Vision For Information Technology / Design Lead**
JAN 2020 – OCT 2021, KSA, Remotly Based
 - Established the **Ui Design System**, which gives us **flexibility** in designing and developing our products
 - Created the **project priority matrix** and **strategic products plan using google sprints**, which helped us increase **productivity**.
 - Defined the art direction and it translation into visual designs.
 - Implemented the **Teal organization & Human Centered Design** approach to solve users problems & improve productivity.
- **Altakamul Altiquani Computers / Visual Designer**
NOV 2018 – DEC 2019, UAE, Sharigah-Almulla Tower
 - Established the **visual identity system** and publications in collaboration with the **marketing team**, which helped us organize campaigns and **increase sales in 2019**.
 - Established the design system in **collaboration with Product Manager**, which increased productivity & speed of the **software development life cycle**.

Dubai, UAE
+971543948631
www.moakasha.com
hello@moakasha.com
linkedin.com/in/mohakasha

Education

- **Google Scholarship Certificate Program.**
Foundations of User Experience (UX).
- **Sudan University of Science and Technology.**
bachelor of GIS, Geomatics Studies
2013 – 2018.

Awards

- **2nd Place – Siemens & Mastercard Future Transportation Hack EXPO 2020**
Twseela Team – Product Designer.
Top 2 Startups – Finalist.

Volunteer experience

- **Google Developers Group GDG Khartoum**
Co-Organizer & Design Lead
- **IEEE, SUST Branch**
Graphic Designer
- **Sudanese Game Collective**
Product Designer

Skills

- User research and user strategy • Adobe Creative Cloud • Adobe XD • Wireframing • User testing • Prototyping • UI design • Responsive web design • Wordpress • Information architecture • Interaction design • Analytics • Photoshop • Illustrator • User centred design • After Effects • InVision • HTML5 & CSS • Sketch • Figma • Zeplin