

HOSSAM ELBIALY

Experience

AJ+ / Aljazeera D.C. USA • Feb. 2019 - till now
Sr. UX Architect

Taking the ownership and leadership of all UX, visualisation, and interaction roadmaps across all of AJ Digital products, specifically mobile apps and any new initiatives within the AJ Digital network for example the podcasts micro-sites.

- Champion user-experience research and ensure target user motivation and requirements are adequately captured and catered.
- Collaborate with product managers and developers to turn requirements and designs into real working products.

MBN D.C. USA • Aug. 2011 - Feb. 2019
UI/UX DESIGNER

Work closely with Product Managers and diverse teams to translate requirements into designs that focus on the user experience. Develop sketches and mockup demos to help define the look and feel of the product and then to come up with the art direction and final design that are UX centric first.







- Lead the development and design concept of all the digital properties with a focus on meaningful design and valued product interactions which included landing pages, new brand launches, digital campaigns and more
- Revamped both Alhurra & Radio SAWA websites to improve the user experience which increased the average session duration by 150% and decreased the bounce rate by 25%
- Designed Radio Sawa App and Alhurra App from concept to launch
- Lead the design for all of the online properties for both Alhurra & Radio Sawa and their TV Shows and Radio Programs that speak to users from 21+ countries in the MENA region

The World Bank D.C. USA • Mar. 2015 - Aug. 2015
Consultant Designer

Collaborated with the MNAEC External Communications team to develop creative and consistent solutions to illustrate digital and print marketing materials that reflects the brand identity of The World Bank Group (think webpages, infographics, ads, and more) in English, French, and Arabic.

- Worked on the timely design on launch of TWB's Climate changes campaign, public services delivery campaign, and early childhood development infographics

Contact Info.

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Education

CSIS Faculty • May 2003
Computer Science and
Information Systems,
El-Mansoura University

Honors

- May 2015
Radio SAWA app - short listed as a finalist by Appy Award
- Mar 2015
Alhurra App - Award of Excellence by SND - Mobile App Redesign
- Dec 2014
Radio SAWA App - Shortlisted by GSMA - Music App of The Year
- Feb 2010
ITB website award, Germany
- Jul 2010
Egypt web academy awards

Skills

- Sketch App 
- InVision 
- Adobe PS 
- Adobe AI 
- HTML 
- CSS 
- J. Script 

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Experience

JWT Cairo

DIGITAL DESIGNER

• Jul. 2009 - Jul. 2011

Partnered with the creative director to produce design concepts and interactive experiences over the 2 years meeting company goals and exceeding client satisfaction. Foster communication of concept within the client by creating moodboards, storyboards, prototypes, Photoshop layouts & Flash animations. Manage multiple role by participating in all phases of the project life-cycle: concepts, design, production, and maintenance.

• ETA "Egyptian Tourism Authority", Vodafone, Contact Cars, Nestle "Dolceca ice cream", SARAY "residential compound", and 3031 "construction & development"

JWT Al-Riyadh

• Dec. 2007 - Mar. 2009 FULLTIME

JWT Jeddah

• Apr. 2007 - Nov. 2007 FULLTIME

JWT/ RMG Dubai

• Apr. 2009 - Jun. 2009 TRAINING

DIGITAL DESIGNER

Provided web design and animation techniques for various clients in diverse industries collaborating with the whole team of the agency.

• STC "Saudi Telecommunication", SABB "HSBC Saudi", Nadec Milk, Sunsilk, SACO, Chevrolet, Shell, SAPTCO, Tanmiyat and DTC, HSBC Dubai, Farah, Al-Dar Formula 1, Souria Holding, and Audi.

Ripple Cairo - USA

• Jul. 2005 - Mar. 2007

Head of the graphics department

Directed the graphics department with a team of 10 designers that support the marketing team in USA.

• Websites, Flash websites, Templates, Web applications GUI, Presentations, Billboards, Post Cards, google Ads and SEO.

Egypt Network

SENIOR WEB DESIGNER

• Jun. 2004 - Jun. 2005

Al-Awael

JUNIOR WEB DESIGNER

• Feb. 2004 - May 2004

SAS

JUNIOR WEB DESIGNER

• Nov. 2002 - Jan. 2004

Websites, 3D animations, Billboards, Brochures, Business Cards, Flyers, Short Cartoon Movies, CD Covers, Magazines and Web Banners

Resources

