

# MOHAMED SALEM

ولد في الإسكندرية، مصر، ١٩٨٧. تخرج من قسم النحت، كلية الفنون الجميلة، جامعة الإسكندرية، منذ عام ٢٠١١ يعمل كفناني رقمي.

Born in Alexandria, Egypt, 1987. He graduated from Sculpture Department, Faculty of Fine Arts, Alexandria University, Since 2011 he's been working as Digital Artist.

## PROFILE

- Male, 31
- Egyptian
- Married, No Children
- Dubai, UAE

## PERSONAL SKILLS

- Creative
- Self-Learner
- Collaborative
- Multi-tasker
- Hardworker

## CONTACT



[www.mosalem.xyz](http://www.mosalem.xyz)

[hi@mosalem.xyz](mailto:hi@mosalem.xyz)  
[mo.zaher.salem@gmail.com](mailto:mo.zaher.salem@gmail.com)

+971 50 298 8263  
+201 00 0760 229

## MOTIVATION

I am a Digital Artist who's a passion for the web and interactive/visual media with over 7+ years of professional experience.

Through my 5 years of studying Academic Art, I discovered my passion for digital art. I thereby experimented different art fields including Experimental, Video, Net, Pop, Visual Art and more.

From Sculpting real figures, creating 3d models and animation to Interactive web art. I finally found my real passion for **UI/UX Design**.

## WORK EXPERIENCE

### UX Engineer

**Mondia.io - UAE, Dubai**  
**July 2017 - present**

Enables users to subscribe and enjoy our products through highly attracted, fast and modern promotional pages.

Synthesize design and development, bringing most innovative product concepts to life through UX design and front-end engineering.

Transform complex tasks into intuitive, accessible, and easy-to-use designs, from first-time users to experts.

Research, Sketching, Ideation, low/high fidelity prototyping (Adobe Photoshop, Illustrator, XD, Muse - Invision App - Marvel App).

Create mobile first design promotions pages / Rich Media Adds (HTML, CSS, JS, jQuery, Ajax, Git, Grunt, Google Web Designer, Adobe Animate).

Google Tag Manager implementor  
(window.google\_tag\_manager, window.dataLayer, window.GoogleAnalyticsObject).

Google Optimize A/B testing - Usability Hub - Hotjar.

Page Speed Optimization - Chrome DevTools - (Audits, Performance, Network, Rendering, Performance Monitoring).

### UX/UI - Interaction Designer

**HMD.design - Cairo, Egypt**  
**June 2016 - Jan 2017**

## PROFESSIONAL SKILLS

User research  
Sketching  
Ideation  
User experience 'UX'  
low/high fidelity prototyping  
Layout Design  
Ui Design 'UI'  
Responsive UI  
SEO  
FrontEnd Development  
Infographics  
Motion Graphics  
Video Editing  
Responsive Emails  
Social Media  
Rich Media Adds

## SOFTWARE

HTML5 / JINJA2  
JSX / Jade  
CSS / LESS / SASS  
CSS Animation  
Flexbox / Css Grid  
Bootstrap / Foundation  
Javascript / jQuery / AngularJS  
NPM / Gulp / Grunt  
Git / Git Hub  
Google Tag Manager  
Google Analytics  
Google Optimize  
Google Data Studio  
Usability Hub  
Overflow  
Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Adobe Aftereffect  
Adobe Premiere  
Invision / Invision Studio  
Balsamiq  
Usabilityhub / Usertesting

### ● UX/UI Developer

Slickr.co - Cairo, Egypt  
May 2014 - June 2016

### ● Visual Artist - Video Jockey

Mosalem.xyz / Alchem Studio  
2012 - present

### ● Motion/Graphic Designer

Eternity Media - Alexandria, Egypt  
Jan- June 2011

## EDUCATION

- *University of California San Diego "Online"*  
Interaction Design Specialization EDX | June 2018 - July 2019  
*Human Computer Interaction*
- *University of Michigan "Online"*  
MicroMasters Coursera | June 2017 - July 2018  
*UX Research & Design*
- *Faculty of Fine Arts, Alexandria University*  
Bachelor degree | June 2005 - July 2010  
*Sculpture Department*

## TRAINING COURSES

EDX

Coursera

Frontendmasters

FreeCodeCamp

Codecademy

CodeSchool

nodeschool.io