Esraa Alaa

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Objective

Aspiring **UI/UX Designer** with hands-on experience in user research, prototyping, and interaction design through scholarships and practical work. Passionate about creating intuitive, user-centered solutions that enhance overall user experiences. Eager to contribute to innovative design teams by leveraging design skills, practical UX projects, and a background in user engagement and digital marketing.

Education & Training

Cradis Scholarship - Advanced UI/UX Design

Sep 2024 – Feb 2025

- Specializing in **user research methodologies**, **persona development**, and **usability testing**.
- Created **wireframes, prototypes**, and **user journey maps** for various projects.
- Showcased the entire UX process through **portfolio projects** from concept to execution.

Google UX Design Professional Certificate

June 2024 – Oct 2024

- Followed the full UX design process: **empathize with users**, define pain points, ideate solutions, create wireframes and prototypes, and test and iterate on designs.
- Conducted **UX research**, including planning and executing usability studies and synthesizing user insights.
- Applied foundational concepts like **user-centered design**, **accessibility**, and **equity-focused design** in multiple projects.
- Built a **professional UX portfolio** featuring end-to-end design projects that showcase **research, ideation, and usability improvements**.

Digital Egypt Pioneers Initiative - UI/UX Design Scholarship

Apr 2024 – Dec 2024

- Acquired expertise in **user-centered design**, **empathy mapping**, and **user journey mapping**.
- Proficient in **wireframing and prototyping** using industry tools like **Figma**.
- Conducted **usability testing** and participated in developing product strategies based on **competitive analysis** and **user insights**.

Information Technology Institute (ITI) - Professional Certificate, Social Media Marketing

Apr 2022 – Jul 2022 | Grade: A

- Developed and executed digital marketing campaigns with a focus on improving **user interaction** and engagement.
- Analyzed **user data** and behavior to enhance content strategies and marketing effectiveness.

The American University in Cairo - Professional Certificate, Marketing

Oct 2019 – 2022 | Grade: B

- Studied topics such as **consumer behavior**, **branding**, and **strategic marketing**. Gained insights into creating **user-centered marketing strategies**.

Al-Azhar University - Bachelor of Science in Business Administration

Oct 2016 – Jun 2021 | Grade: Good

Skills

- **UX Design**: User Research, Empathy Mapping, Journey Mapping, Wireframing, Prototyping, Usability Testing, Interaction Design.
- **Tools**: Figma, Adobe XD, Sketch, Photoshop, InVision, Principle, After Effects.
- **Methods**: User-Centered Design, Accessibility, Usability Testing, Design Thinking, Information Architecture, Competitive Analysis.
- **Other Skills**: SEO, Digital Marketing, Web Analytics, Market Research, Graphic Design, Social Media Advertising.

Professional Experience

Performance Marketing Executive | Balad

Jan 2024 – Present

- Designed and executed digital marketing campaigns, improving **user engagement** through effective creative strategies.
- Collaborated with creative teams to enhance the **visual design** of marketing materials, optimizing **user experience** and aligning with **brand guidelines**.
- Applied **A/B testing principles**, similar to usability testing, to refine ad creatives and improve overall campaign performance.

Digital Marketing Specialist | Dr. Job

Feb 2023 – Dec 2023

- Managed social media platforms with a focus on improving **user interaction** and optimizing content for better engagement.
- Developed **data-driven strategies** based on **user insights**, enhancing the **overall user experience** in email marketing and social campaigns.

Digital Marketing Specialist | Trend Trade

Dec 2022 – Feb 2023

- Conducted **in-depth market research** to understand user behavior and created **targeted marketing campaigns** for financial platforms.
- Managed website content, focusing on improving **site navigation** and **user engagement**, drawing from **UX principles** like information architecture.