Ahmed Mahdy

UX Designer and AI Workflow Lead

Cairo, Egypt (remote / hybrid) | amahdy59@gmail.com | LinkedIn | Portfolio

Professional Summary

UX designer and AI workflow lead with 8+ years across UX and learning design. Designs English and Arabic products, structures information and task flows, and combines front-end development with data visualization. Directs AI agents through implementation and review, with attention to accessibility.

Skills

UX and product design
User research, information architecture, interaction design, wireframing and prototyping.

Design systems and accessibility
Figma, reusable components, accessible interfaces, bilingual and RTL design.

Data and visualization
Power BI, Tableau, Excel, SQL, Python, dashboard design and data storytelling.

Front-end development
Responsive interfaces, HTML, CSS, JavaScript, Git and GitHub.

AI-assisted delivery
Prompts and specifications, AI workflow orchestration, prototyping, code review and debugging.

Professional Experience

UX Designer | Advansys IS (Jan 2023 – Present)

- **Design systems:** Established scalable Figma design systems and reusable interaction patterns for B2B products.
- **Enterprise UX:** Led UX and UI design for complex enterprise SaaS platforms, from discovery and information architecture through prototyping and validation.
- **AI-assisted delivery:** Used AI design and development tools to accelerate prototyping and research synthesis while retaining design review and accessibility ownership.

Instructional Designer | Schneider Electric (Jul 2018 – Jan 2023)

- **Learning experience design:** Redesigned corporate learning platforms and interfaces to improve engagement and course completion.
- **Scalable content:** Built reusable learning assets and templates that streamlined production and supported consistent delivery.
- **Learner-centered practice:** Applied learning science, UX principles, and visual storytelling to make complex technical content easier to understand.

Selected Projects

HR Management Tool | Live project
HR workflow prototype for leave requests, role-based approvals, and clear request-status visibility across desktop and mobile.

Wa-Zaker — Daily Fortress | Live project
Arabic-English azkar, Quran and prayer app. Designed the UX, developed the front end, and directed AI implementation for accessible reading across devices.

WordPix Visual English Learning | Live project
Visual English learning for Arabic-speaking adults. Designed the learning flow, built the front end, and directed AI agents across lessons, pronunciation and spaced reviews.

Cairo International Airport Command Hub | Live project
Airport operations dashboard concept that organizes status, alerts, and priorities through information hierarchy and data visualization. Public prototype; operational outcomes are not measured.

Haj Arafa App | Live project
Bilingual storefront concept with clear catalog structure, product details, shopping feedback, and responsive front-end implementation under my UX and AI direction.

Data-Driven LEGO Explorer | Dashboard
Power BI dashboard supported by Python analysis for comparing LEGO themes, age ranges, pricing, and piece counts through interactive visual exploration.

Education

Diploma in Education and Instructional Technology
Information Technology Institute | September 2016 - June 2017

Bachelor's Degree in Radio and Television
Minufiya University | September 2009 - June 2013

Certifications

Google Data Analytics Professional Certificate | Google, 2024

Tableau Business Intelligence Analyst | Tableau, 2024

Excel Skills for Data Analytics and Visualization | Macquarie University, 2024

Excel Skills for Business | Macquarie University, 2024

Google UX Design Professional Certificate | Google, 2023