

Ahmed Mahdy

UX Designer and Data Visualizer

Cairo, Egypt | amahdy59@gmail.com | [LinkedIn](#) | [Portfolio](#)

Professional Summary

UX designer and data visualizer with 8+ years of experience creating accessible digital products, enterprise interfaces, learning experiences, and decision-ready dashboards. Combines user research, information architecture, interaction design, prototyping, data analysis, and front-end implementation to move complex work from discovery through validation.

Core Expertise

UX and product design: Interaction design, information architecture, user research, wireframing, prototyping, usability testing, design systems, accessibility

Data and visualization: Advanced Excel, Power BI, Tableau, Python, SQL, dashboard design, data storytelling, KPI analysis

Tools and delivery: Figma, Adobe Creative Suite, Microsoft 365, Google Workspace, Looker Studio, Git, GitHub, AI-assisted prototyping

Professional Experience

UX Designer | [Advansys IS](#)

January 2023 - Present | Cairo, Egypt | Full-time

- **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](#)

July 2018 - January 2023 | Cairo, Egypt | Full-time

- **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

[Haj Arafa App](#) | [Live project](#)

Accessible mobile commerce case study centered on search-first navigation, predictable product discovery, and a consolidated guest checkout.

[Cairo International Airport Command Hub](#) | [Live project](#)

Responsive airport operations dashboard that clarifies live status, alerts, and operational priorities through strong information hierarchy and data visualization.

[HR Management Tool](#) | [Live project](#)

Privacy-focused HR SaaS case study for leave requests, role-based approvals, and clear request-status visibility across desktop and mobile.

[Azkar App Daily Fortress](#) | [Live project](#)

Arabic-first remembrance and prayer-time application with accessible reading controls, offline support, calm content presentation, and clear progress.

[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

Focused on instructional design, educational technology, digital learning production, and learner-centered content.

Bachelor's Degree in Radio and Television

[Minufiya University](#) | September 2009 - June 2013

Studied broadcast communication, media production, and visual storytelling.

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