

Dalia Elbadry

Senior UI and UX Designer

Summary of Qualifications :

A technical professional with 7 years in web graphic, multimedia design, E-marketing and a successful track record of experience and achievements, skills and knowledge both technically and administratively, pursuing various professional prospects.

Objective :

Aiming at enriching my career and skills by gaining more experience and increasing my knowledge by working effectively in a large production environment among professional team of peers.

Key Skills : **Technical Skills**

- *Adobe Creative Suite.*
- *Adobe after effects.*
- *Adobe premiere.*
- *Programming Languages: javascript, html, CSS.*
- *Frameworks: bootstrap, grid 960*

Personal Skills

- *Team player: Ability to work effectively among teams.*
- *Ambitious: Full of ambition, strong desire "to do" something.*
- *Adaptable: Able to adapt oneself to new surroundings; to make suitable change so as to fit new conditions.*
- *Attentive: To notice, pay attention to, careful attention.*
- *Innovative: Make changes, introduction of something new.*

Experience : **Senior UI and UX Designer**

Bibliotheca Alexandrina

2007 – present

- *Designing the look and feel for projects.*
- *Designing balanced web layouts.*
- *Designing user friendly interfaces for multiple media display.*
- *Following standards and structures established within the organization.*
- *Responsible for researching, defining, developing, executing, and measuring impact of online marketing strategies.*
- *Always deliver the best and strive towards improvement.*
- *communicating effectively with the team in any project.*
- *Ensuring that all finished designs are polished to a very high quality.*
- *Business development and coordination.*

Web and Graphic Designer Specialist

Artra trading web and multimedia Agency

2006 – 2007

- Planing site design by clarifying goals.
- meeting/liaising with clients to discuss requirements and/or project progress.
- creating web site designs.
- working as part of a multi-disciplinary team.

Training : Graphics & Multimedia Design and Development.

Egyptian Ministry of Communication and Information Technology

2005 - 2006

- *Track: Specialized Training Scholarship on Graphics & Multimedia Design and Development.*
- *Selection of Courses: Sales skills, Marketing skills, Project management concepts, Adobe Acrobat fundamentals, Adobe Photoshop CS2, Adobe Premier Pro, XHTML & CSS fundamentals, Software integration.*
- *Duration: 9 months (1200 hours).*

Business Soft Skills Program

- *Using Thomson Course Technology.*
- *Advanced Interpersonal Communication.*
- *Effective Presentation.*
- *Business Writing.*
- *Team Participation.*
- *Business Problem solving.*
- *Strategic Decision Making.*
- *Excellence in Service.*
- *Sales Skills – Marketing Skills.*

Certifications :

- *Adobe Certified Expert.*
- *Certified Macromedia Flash Designer.*
- *Autodesk Official Certification.*
- *ICDL Certified.*

Education : Marketing Diplomat

Alexandria University

2013 - 2014

- *Courses: Marketing research, Advertising, International Business Communications, Marketing Management, Buyer Behavior & Consumerism, Customer Service, Marketing Research, Marketing Policy & Strategy, Strategic Marketing Management, International Marketing.*

Bachelor Degree in Commerce and Accounting

Alexandria University - Faculty of Commerce-
Accounting section - English Department

2001- 2005

- Major: Accounting
- Grade: pass

Activities : Perfect Gift

- Participated in “Alexandria Start-up Competition” with Perfect Gift project.
- Responsible for establishing the E-commerce web interface of the project that includes; identity branding, designing the logo, graphics, social media marketing and the business model.
- The project was picked as one of the top ideas of the competition.

7alawa7da (single case)

- Co-founder of “7alawa7da” charity association with focus on collecting finances for urgent medical and charity cases.
- Participated in The Global Innovation through Science and Technology (GIST) initiative.

Mesta3gel (In a hurry)

- Participated in the marketing and awareness activities for Mesta3gel.
- Mesta3gel is a startup company offering bike services in Egypt
- Mesta3gel adopts the bike sharing concept in providing bike rental, parking, maintenance, and routing services to youth in Egypt.

TEDxYouth@Alexandria

- Volunteer organizer and marketing coordinator for TEDxYouth@Alexandria.
- A yearly conference for exchanging the ideas and success stories in Alexandria City.
- TEDx is a program of local, self-organized events that bring people together to share a TED-like experience.

References are available on request.