NOREEN MOHAMED MOETAZ ABDULAZIZ

UI/UX Designer & Graphic Designer

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PROFESSIONAL SUMMARY

UI/UX Designer and Graphic Designer specializing in mobile applications, e-commerce web experiences, and visual brand communications, backed by a strong academic foundation in Computer Science (AI & Machine Learning) and digital marketing. Dedicated to transforming complex business requirements into simple, intuitive, and visually compelling digital products. Experienced in designing responsive web portals, native mobile apps, right-to-left (RTL) Arabic interfaces, and high-converting social media and promotional graphics tailored for regional markets.

TRAINING & PRACTICAL EXPERIENCE

Graphic Design & Visual Branding Portfolio (Adobe Photoshop) **Social Media, Product Ads & Poster Design**

- **Commercial & Social Media Campaigns:** Designed Arabic promotional visuals and social media creatives in Adobe Photoshop for healthcare (Dr. Badawi Dental Clinic before-and-after campaign) and digital engagement campaigns ("Follow Us" multi-platform social mockup with dispersion effects).
- **Luxury Product Manipulation:** Created high-impact promotional product advertisements (Noir Orchidée Eau de Parfum) in Adobe Photoshop utilizing atmospheric lighting, smoke compositing, retouching, and luxury typography.
- **Editorial, Sports & Entertainment Posters:** Produced creative photo-manipulation and typographic poster compositions using Adobe Photoshop, including split-grid cinematic layouts (The Amazing Spider-Man) and bold monochrome-and-accent sports posters (Lionel Messi).

KEY UI/UX PROJECTS

RecoMind — AI-Powered Decision Support Platform (Graduation Project) Mobile App & Web Portal

- Designed a comprehensive, cross-platform enterprise solution (mobile application and web portal) tailored for business leaders and employees to track KPIs, manage proposals, and collaborate efficiently.
- Translated complex company metrics and AI-driven data insights into clear, actionable workflows and recurring report setups, minimizing cognitive overload for busy executives.
- Created interactive web modules including task prioritization dashboards, proposal validation trackers, and an AI assistant chatbot interface.

Saudi Market E-Commerce Interfaces (Connectix & Heba) **Web & Mobile E-Commerce**

- Designed culturally aligned, conversion-driven e-commerce interfaces tailored for the Saudi market, optimizing right-to-left (RTL) layouts and Arabic typography.
- **Connectix Store:** Crafted product discovery flows, promotional countdown sections, customer review blocks, and local payment integrations (Mada, Apple Pay, Visa) for electronics and smart gadgets.
- **Heba Fragrances & Candles:** Created an engaging brand storytelling layout and streamlined contact/social commerce touchpoints.

Hotella — Hotel Booking Mobile Application **Mobile App (iOS/Android)**

- Designed end-to-end user flows including property search, recommended and nearby hotel listings, room/amenity breakdowns, pricing details, and user rating/review submission.
- **Figma Project Link:** figma.com/design/0AjRrXK2O1i3tx9Il9b2h2/booking-hotel-G4

Café Mobile Application **Mobile App (iOS/Android)**

- Crafted a welcoming onboarding experience, seat reservation flow ("Book a Seat"), and intuitive menu navigation aimed at simplifying online ordering and enhancing customer engagement.

Film Tracking & Review Responsive Landing Page **Responsive Web Design**

- Designed a responsive landing page for desktop and mobile enabling users to track watched films, curate watchlists, browse classic categories, and share movie reviews.

EDUCATION

Bachelor's Degree in Computer Science **2022 – 2026**

Specialization in Artificial Intelligence & Machine Learning *Egypt*

- Developed analytical and problem-solving skills through dataset analysis, machine learning modeling, algorithms, and programming to support data-driven product design.

CERTIFICATIONS & COURSES

- **UI/UX Design Summer Training Certificate** — National Telecommunication Institute (NTI) & ITIDA (120 Hours, Score: 88.5%, Jul – Aug 2025)
- **Freelancing Basics Certificate** — Information Technology Institute (ITI) / Mahara-Tech Platform (Completed June 2025)
- **Intensive Digital Marketing Course** — Covered Search Engine Marketing (SEM), paid advertising, and Google Analytics for campaign measurement and optimization (2022 – 2023)

CORE SKILLS

Design Tools: Figma, Adobe Photoshop (Photo Manipulation, Compositing, Retouching, Social Media & Print Layouts), UI/UX Prototyping & Wireframing Tools.

UI/UX & Product Design: Mobile App Design, Responsive Web Design, E-Commerce UX, User Flows, Wireframing, Interactive Prototyping, RTL & Arabic Typography Optimization, Conversion-Driven Design, Cognitive Load Reduction.

Graphic & Visual Design: Social Media Creatives, Promotional & Product Advertising, Photo Manipulation & Compositing, Poster Design, Visual Hierarchy, Typography, Brand Identity Collateral.

Technical & Analytical: Computer Science Fundamentals, Artificial Intelligence & Machine Learning Concepts, Data Analysis, Algorithms & Problem Solving.

Marketing & Business Alignment: Digital Marketing Strategy, Search Engine Marketing (SEM), Google Analytics, Campaign Optimization, User & Market Research.

LANGUAGES

Arabic: Native | **English:** Very Good (Professional Working Proficiency)