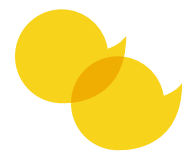


# Magdi Wissa

UI/UX Designer + Photographer

+1 (613) - 400 - 9448  
mw.wissa@gmail.com  
mwissa@ciena.com



A UI/UX designer with 7+ years of professional experience in user interface design, photography and solid academic background in visual arts and design theories. I am passionate about merging modern design tools and (UI) coding skills to solve usability problems and enhancing the overall user experience for digital products. check my portfolio: [www.magdiwissa.com](http://www.magdiwissa.com)

## SUMMARY

7+  
years of UI Design  
Work Experience

23  
Web / Mobile  
App Projects

## 1 WORKING EXPERIENCE

10 YEARS OF VISUAL DESIGN EXPERIENCE

**ciena** UI/UX Designer  
Ciena Canada | Ottawa, ON

Oct 2018 – Present

- Designing wireframes, prototypes, mockups and user-flows for web.
- Creating / developing detailed prototypes, mockups and user-flows for automation network APIs.
- Designing and testing web applications for Telecom industry.
- Conduct usability testing, gather feedback and requirements from internal and external teams.
- Develop personas and user scenarios
- Working on combining Product Management and Engineering requirements.
- Creating modern and clear user interface for Telecom products.

 UI/UX Designer  
Threekit | Ottawa, ON

May 2018 – Sept 2018

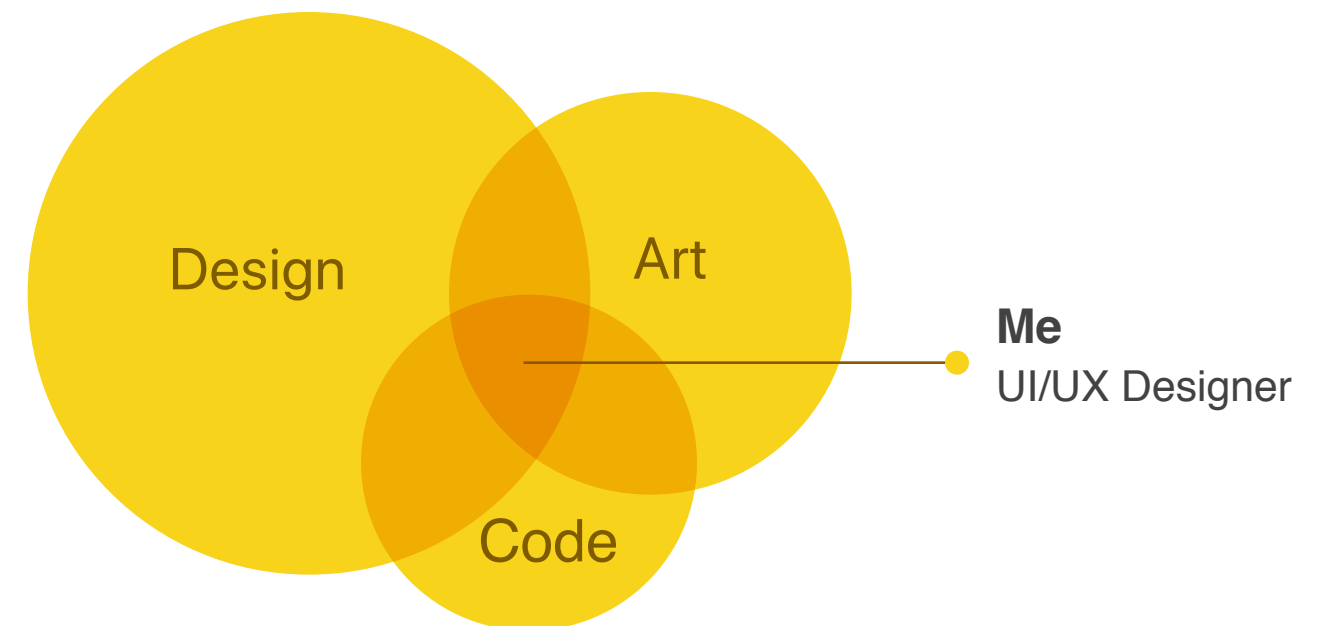
- Designing wireframes, prototypes, mockups and user-flows for web.
- Creating detailed prototypes, mockups and user-flows for online 3D Configurators.
- Designing and testing projects for web / mobile web applications.
- Creating and rendering 3D assets for online marketing use.

 Design Lecturer / UX Designer  
Arab Academy for Science and Technology (AAST) | Alexandria, EG

Apr 2009 – Feb 2018

- Studio Lecturer and Lead Designer: Led multiple UI design projects and website/mobile app design projects starting from user flows to UI details.
- Teaching design studios for undergraduate.
- Teaching / leading research groups for UX design work and personas investigation.
- Illustrate/design concepts and style guides for web and IoT apps.
- Ensuring the UI technical feasibility with coding.

## 2 SKILL SETS



### 01 Tools

Adobe XD	<div style="width: 90%;"></div>
Adobe Photoshop	<div style="width: 95%;"></div>
Adobe lightroom	<div style="width: 80%;"></div>
CMS	<div style="width: 85%;"></div>
HTML / CSS	<div style="width: 90%;"></div>
Freehand Sketching	<div style="width: 75%;"></div>

### 02 Knowledge

UI/UX Design	<div style="width: 95%;"></div>
Interaction Design	<div style="width: 85%;"></div>
Photography	<div style="width: 80%;"></div>
Illustration	<div style="width: 90%;"></div>
UX Research	<div style="width: 75%;"></div>

## 3 LANGUAGES

ENGLISH + FRENCH + ARABIC

**ENGLISH**  
IELTS: 7


**FRENCH**  
INTERMEDIATE LEVEL (B2)


**ARABIC**  
NATIVE LANGUAGE

## 4 EDUCATION

CROSS FIELDS

 Alexandria University | Alexandria, EG  
From 2010 to 2014  
**Ph.D. of Design Philosophy and Heritage**

 Arab Academy for Science and Technology | Alexandria, EG  
From 2006 to 2009  
**M.Sc. of Architecture and Arts**  
From 2001 to 2006  
**B.Sc. of Architectural Design**

 Royal Institute of British Architects (RIBA) | London, UK  
From 2006 to 2008  
**RIBA Associate Membership (Part II)**