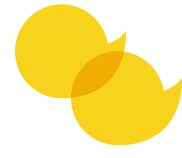


# Magdi Wissa

UX designer  
Ciena Canada

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



As a UX designer with 8+ years of professional practice and solid academic background; I carefully investigate human experience and behavior, dream up new ways to spark and distill insight, and inspire teams and clients to address people's needs through bold and clean design. My main focus is always about merging modern design techniques and human-interaction principles to solve usability problems and enhancing the overall user experience for digital products. Please check my portfolio: [www.magdiwissa.com](http://www.magdiwissa.com)

## SUMMARY

10 years of UX Design Work Experience

20+ Web / Mobile App Projects

## 1 WORKING EXPERIENCE

8+ Years Design Experience

### UX designer

Ciena Canada | Ottawa, ON

Oct 2018 – Present

#### Creating comprehensive wireframes, mockups, and prototypes for Telecom apps (5G & Network Slicing)

- Creating / developing wireframes / prototypes and user-flows for network slicing & 5G.
- Conduct design research and usability testing to generate software solutions and assets for network slicing & 5G.
- Develop personas, user-case scenarios and collecting users' feedbacks for improvements.
- Combining business requirements and user experience quality.

### UI / UX designer

Threakit Tech. | Ottawa, ON

May 2018 – Oct 2018

- 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.
- Using branding / user-research requirements to create innovative online experiences.

### Design lecturer / UI designer

Arab Academy for Science and Technology (AAST) | Alexandria, EG  
Freelance Developer | Alexandria, EG

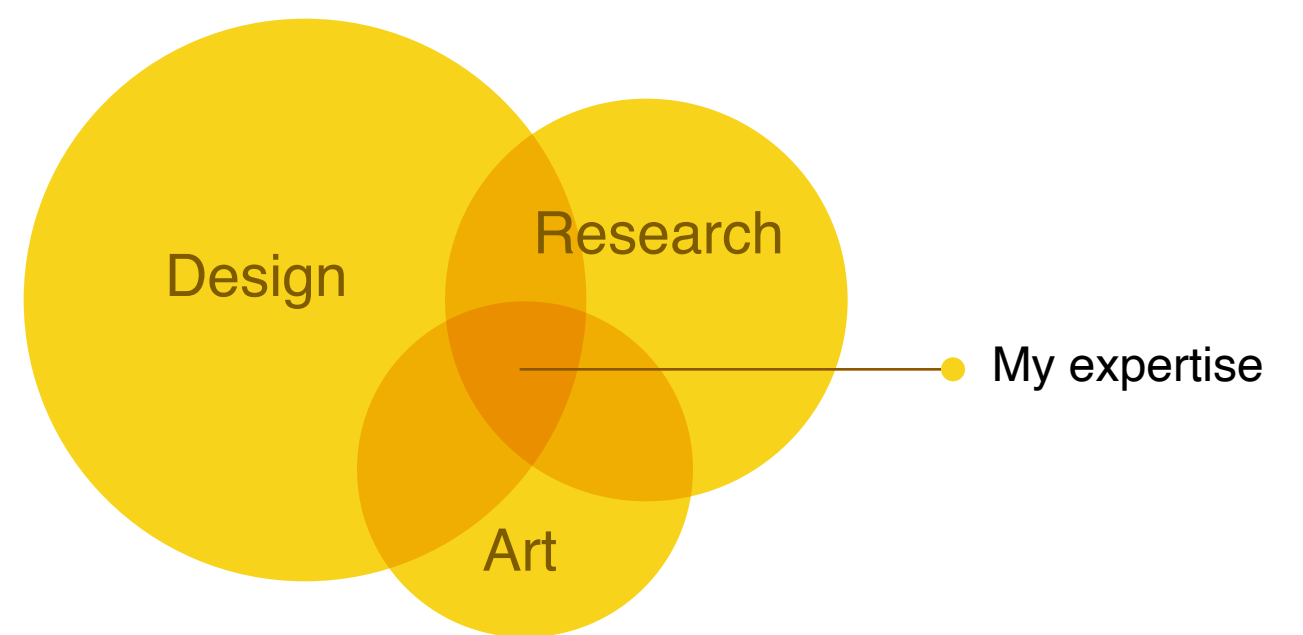
Feb 2009 – Feb 2018

#### Lead Designer: Led multiple UI design projects and website/mobile app design projects from prototyping to graphic interface/products. Providing visual identity for over 12 clients' products.

- Teaching design studios for undergraduate.
- Teaching Architectural / Visual design theories for undergraduate.
- Teaching Design / Art criticism for postgraduate.
- Teaching / leading research groups for UX design work, human-interaction principles and personas investigation.
- Illustrate/design concepts and style guides for web and IoT apps.
- Ensuring the UI technical feasibility with coding.

## 2 SKILL SETS

Design + Research



### 01 Tools

Adobe XD	██
Sketch app	██████████████████████████████████
Adobe Photoshop	████████████████████████████████████
InVision	██████████████████████████████████
Frehand Sketching	██████████████████████████████
HTML+CSS	██████████████████████████████

### 02 Knowledge

UI Design	██
Prototyping / Wireframing	██████████████████████████████████
Usability research	████████████████████████████████████
Design Systems	██████████████████████████████
Photography	████████████████████████████████████

## 3 LANGUAGES

Multi-cultural Background



## 4 EDUCATION

CROSS FIELDS



Alexandria University | Alexandria, EG  
From 2010 to 2014  
Ph.D. of Design Theories and Human Behavior



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 Architecture and Arts



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