

Asma Fotoh UI/UX Designer

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Profile

Passionate about creating user-centric experiences, I am skilled in crafting interfaces for SaaS products, CRM dashboards, E-learning management systems, and E-commerce applications and websites. I'm adept at using Framer to create cost-effective landing pages with impactful animations.

Professional Experience

senior UI/UX designer, Smart Vision 10/2025 – Present

UI/UX designer, Freelancer 10/2020 – Present

- Creative and detail-oriented UI/UX designer with a strong background in crafting engaging, user-centric digital experiences.
- Skilled in designing intuitive interfaces that enhance usability and aesthetic appeal for web and mobile applications.
- Proficient in wireframing, prototyping, and implementing design systems

senior UI/UX designer, Salasl Agency 06/2025 – 11/2025

Senior UI/UX designer, Moltaqa Company 11/2024 – 09/2025

Mid level UI/UX designer, Rowad Technology Company 05/2024 – 01/2025

UI/UX designer, Neop Company 10/2023 – 11/2024

- Collaborated closely with developers and managers to synthesize business requirements into effective system designs.
- Successfully designed and executed multiple websites, apps, and dashboards
- Created innovative websites with animations, audio and video displays.

ITI Student, ITI internship 03/2023 – 06/2023

- UI/UX Design Track
- Read and understand technical texts on Figma on design elements.

Teaching Assistant, Misr Higer institute (CS) 10/2020 – 05/2023

Projects (Some samples)

Rakeez Capital 🔗, Mobile Application

Rakeez Finance Is A Platform Specialized In The Issuance Of Debt Instruments And Sukuk.

Rakeez Capital 🔗, WebSite

Rakeez Finance is a platform specialized in the issuance of debt instruments and sukuk.

GET FAB 🔗, Mobile Application

A car wash app that provides you with a fast and professional service

will go Management 🔗

E-Commerce Managment For Food Delivery

ARAB DAWARE FOR SAFETY GROUP [↗](#)

Leading Company In Safety And Security Solutions, Specialized In Providing Integrated Security Services

Secu Security [↗](#), Mobile Application

Secu Is Designed To Streamline Operations And Enhance The Efficiency Of Security Guards.

Believers Company [↗](#)

Portfolio Agency

Mobadr Medical App [↗](#)

Mobadr is a healthcare service provider specializing in integrated medical solutions and expert medical consultation.

Beauty Salon App [↗](#)

smart app for booking beauty services easily from nearby salons.

Skills

User Research • prototyping • Design thinking • User Flow • Persona • Interaction Design • Information Architecture • Wireframing • Usability Testing • Html • Css

Education

Master Degree

2022 – 2023

Bachelor of Computer science,

Misr higher institute of Computers and information.

Tools

Figma • Adobe Photoshop • Adobe XD • Trello • Adobe Illustrator • Jira • Invision • VS code • visily • Chat GPT • Miro

Courses

Color Theory for Designers, uxcel

09/2024 – 10/2024

UI Design Foundations, uxcel

06/2024 – 08/2024

UX Design Fundamentals, Mahara-Tech

02/2023 – 03/2023

Advanced user experience design, Edraak

11/2022 – 01/2023

Languages

Arabic

Native

English

B1