

# Ahmed Walid

## Product Designer

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### Experience

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#### Plexable

Aug 2024 - Present  
Amman

#### UX/UI Designer

- **Diverse Industry Interfaces:** Designed high-fidelity UX/UI solutions for platforms in Fintech, Telecom, and Government, ensuring the visuals matched the specific needs of each sector.
- **Rapid Prototyping:** Built interactive prototypes to demonstrate complex user flows, helping stakeholders and developers align on the functionality before production.
- **Agency Growth:** Handled the design and layout for Plexable's internal assets, including the agency website, case studies, and client-facing presentations.

### Other Experiences

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#### Self Employed

Aug 2023 - Sep 2024

#### Product Designer

- **Product Architecture:** Mapped out the full logic and user journeys for a marketplace concept, moving the project from a rough idea to a developer-ready prototype.
- **Business Consultation:** Worked with a fragrance e-commerce brand to solve non-design problems, like product selection and sourcing strategy, to ensure the business model was viable.

#### Side Projects

Aug 2022 - Present

#### Founding Designer

- **Business-Centric Building:** Developing a portfolio of "lightweight" products to master user experience, technical performance and business scalability.
- **End-to-End Shipping:** handling the entire lifecycle to learn how "0-to-1" business logic works and how to take an idea from a sketch to a live product.
- **Technical Learning:** Building functional web apps with Next.js, Tailwind, and GSAP to build performant, motion-rich interfaces that prioritize technical performance and user experience.

### Education

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**BA Design and Creative Arts - Ahram Canadian University**

2022 - 2027

### Skills & Expertise

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#### Interface & UI Design

Creating clean, aesthetic for web and mobile.

#### User Experience (UX)

Mapping user journeys and information architecture for complex systems.

#### Interactive Prototyping

Building high-fidelity flows in Figma and Framer.

#### Product Strategy

Aligning design decisions with business goals and market needs.

#### Motion Design

Creating performant, meaningful interactions.

#### Technical Design

Bridging the gap between static pixels and production-ready code.

### Tool Stack

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#### Design

Figma, Adobe Creative Suite

#### Development

React, Next.js, Framer, React Native, Tailwind CSS, GSAP, Git

### Language

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#### English

Fluent

#### Arabic

Native