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# Nada Sharshera

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Senior UI/UX Designer with expertise in software solutions and mobile application design, backed by a foundation in graphic design, game art, and branding. Experienced in leading cross-functional design initiatives, mentoring designers, and guiding products from strategy to execution. Known for building cohesive design systems and delivering high-impact B2B and B2C digital experiences.

## WORK EXPERIENCE

### TechFlipp

Product Designer • Contractor

Riyadh , Saudi Arabia

- Worked with developers on the Kaptifi Guest Analytics and camera tracking system, contributing to the product experience, designed presentations and reports for customers using Figma slides and Canva.
- Led the end-to-end design of "Chi Chi," an e-commerce application, from initial concept to final delivery.

### 501 Fun

UI/UX Designer • Full-time

London UK • Sep 2025 - Feb 2026

- Designed and animated game UIs (including environments, assets, and logos) using After Effects and Rive for titles like *Robin Hood*, *Around the World*, and *The Vortex*; led UI design for dart games, defining user flows and collaborating with developers for accurate implementation; and redesigned the social replay webpage for venues to enhance usability and player engagement.

### Arkleap Technologies

Creative Lead • Full-time

Alexandria, Egypt • Oct 2018 - Sep 2025

- Applied expertise across ERP, medical, e-invoicing, fleet management, hotel systems, e-commerce, petrochemicals, warehousing, shipping, HR, payroll, education, TMS, fashion blogs, POS, and sales distribution.
- Led the end-to-end UX/UI design for Unilever's e-commerce application and Sales Distribution system, significantly enhancing usability over a 9-month period.
- Supervised the creation and implementation of comprehensive visual brand guidelines and **design systems** for various software brands, ensuring scalability and reusability.

### Silver Key Technologies

Multimedia Designer • Part-time

Cairo, Egypt • Jan 2018 - Sep 2025

- Led design efforts for Unity-based VR and mobile games, including "Team Up VR" and "Seena VR" (available on Steam).

### Arete Global

Senior UI/UX Designer • Full-time

Cairo, Egypt • Oct 2018 - Jan 2025

- Head Designer of Talentino Software, leading site map, design system, and business goals while enhancing usability and engagement through high-fidelity designs.
- Worked with social media buyers to create content, trailers, and videos. Collaborated with stakeholders on business documents and presentations. Edited marketing videos using **Premiere Pro** and **After Effects**.

## EMS

**Multimedia Designer • Freelancer**

**UAE • Sep 2021 - Jan 2022**

- Created 2D animations, social media assets, UI elements, and marketing materials for 'El3ab' (Play Store), delivering on time and refining illustrations with the client.

## Creto Kids

**Graphic Designer • Full-time**

**Alexandria • Jan 2018 - Aug 2018**

- Designed the interface, characters, and visuals for educational mobile game collaborating with the motion graphics team on 2D animation for marketing and app content.

## Infosystech

**Junior Web Designer • Full-time**

**Alexandria • Jul 2016 - Jan 2018**

- Collaborated with the development team on tailored solutions for forwarding, POS, tourism, and hotel management.

## Totally Awesome games

**Game Artist • Full-time**

**California, USA • Jul 2016 - Oct 2017**

- Collaborated with developers and 3D art teams to create UI designs for a 3-match game FruitZoo, Flip magnet an endless game on Unity.

## EDUCATION

**Faculty Of Science - Alexandria University**

BSc in Computer Science • GPA: 3.33

**Alexandria • Jan 2012 - Jan 2016**

**Sedi Gaber Language School**

**Alexandria, Egypt • Apr 2012**

## CERTIFICATIONS

**UX Research Course**

**Jul 2025 - Present**

Google

**UX Nanodegree (User Research, Wireframing, & Prototyping)**

Udacity

**Graphic Design Specialization**

Coursera

**Udemy Branding Masterclass | Brand Identity & Strategy**

Udemy

## SKILLS

- **Technical Skills:** 2D Animation, B2B/B2C expertise, Brand Management, DALL·E, Design Systems, E-commerce Solutions, Elevenlabs, Game Art, Midjourney, Motion Graphics, Product Design, Prototyping and Wireframing, Runway, User Experience (UX) & CX, User Interface (UI) Design, User Interface Design
- **Soft Skills:** Agile Methodologies, Cross-functional Collaboration, Presentation, Stakeholder Management, Team Leadership and Mentorship
- **Design Tools:** Adobe Creative Suite, Adobe XD, Cinema 4D, Claude AI, Figma, Framer, Illustrator, Jira, Lookback, Photoshop, Rive, Stitch, Unity, Web Flow, WordPress