

Farouk Hosni

Product Designer

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EXPERIENCE

Webook /Senior Product Designer

Riyadh - Remote - October 2022 - Present

At Webook, I collaborate within a cross-functional team of designers, product managers, and researchers to deliver user-centered solutions across core products like WBK platform, and other external projects.

WayUp / Product Designer

New York – Remote – January 2020 – June 2021

At WayUp I was a product designer responsible to think through and new implement features, enhance current features and communicate with product managers and other designers across the product team

Wuilt / Product Design Lead

Cairo - January 2018 - January 2020

Working with a team of two designers in a design oriented startup. I was responsible for shaping the process and approach we take in creating/ refining our product, from ideation; to interviews with target customers to wire-framing and creating mockups with the team, to executing and testing the designs and making strategic and data driven decisions.

Tyro / Founder & Designer

Cairo, Egypt – August 2015 - September 2017

Tyro is an online marketplace that connects students to high quality tutors in various fields. I was the founder and the sole designer at a very exciting super rapid environment. I was responsible of creating and maintaining the experience and design of the platform but also everything design related from dashboards and complex UI to flyers and presentations when needed to.

Edfa3ly / Product Designer (UX/UI)

Cairo, Egypt – October 2014 – November 2015

When I first joined Edfa3ly, customers used to place their orders through their facebook page. I was able to help them create an online platform where customers can place, track and pay for their orders. The design contributed to the growth of the company that they became a YCombinator Alumni.

Raya Holding / UI Designer

Cairo, Egypt – April 2013 – October 2014

Working with a large team as a UI designer in charge of an online directory platform along with other projects. working at Raya allowed me to gain experience working in large teams and in a corporate environment.

Mash, Ltd. / UI Designer

Cairo, Egypt – August 2012 – August 2013

It was my first job. mash was an agency in Cairo doing full digital services and specialized in Web Applications. It was a great learning experience for me to work alongside some of the brightest minds in the country and it allowed me to grow and gain more passion for the industry.

EDUCATION

BSc Marketing and International Business

MSA University, Cairo

CAREER EDUCATION

Excercise – Digitalisation

BMW

Munich, Germany

August 2017

Enpact Program

Enpact HQ

Berlin, Germany

Aprl 2017

Design Thinking

Stanford University

Palo Alto, California

September 2016

Business & Entrepreneurship

Facebook HQ

San Francisco, California

September 2016

Lean Startup

Draper University

San Francisco , California

September 2016

SKILLS

Design

User Interface – User Experience
Wireframes – Icon Design – Sketch –
Design systems – UI Components –
InvisionApp – Photoshop – Illustrator

Research

Mind mapping – customer journeys
– user personas – ux interviews –
a/b testing – analytics

Prototyping

Animation – Micro-interaction –
Interaction Design – Flinto – Principle
– After Effects