



# ASHRAF KHATTAB

Digital creative director

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## Profile

I am a digital creative director with over 17 years of experience in graphic, web and UI/UX design.

## Work Experience

### Digital Creative Director at Designframe USA.

From August 2007 till now.

Washington DC, USA (Remote).

- Managing the design process of web, digital and graphic projects with consideration to UI standards and UX laws.
- Supervising the design thinking process steps: Research, brainstorming, information architecture, wireframing, prototyping and testing design products before delivery.
- Setting, concepts, slogans, taglines and design styles that align with clients' branding and marketing goals.
- Designing a wide range of websites, annual reports, brochures, awareness short motion movies, social media campaigns for SAAS and medical companies, business corporates and global NGOs.

### Senior web designer at WinningSEM.

From July 2005 to July 2007.

Cairo, Egypt (On site).

- Created SEo-friendly websites.
- Designed static web banners, flash-animated banners, brochures, flyers, and logos.
- Worked closely with web development team to ensure proper and hassle-free design implementation by using CSS and HTML standards.

## Courses

- **The Complete Figma & Adobe XD Course – Designing Mobile & Web App UI/UX.**  
by [udemy.com](https://www.udemy.com/).
- **Foundations of User Experience Design.**  
by [coursera.com](https://www.coursera.com/).
- **UX Design Process: Empathize, Define & Ideate, Build Wireframes and Low-Fidelity Prototypes.**  
by [coursera.com](https://www.coursera.com/).

## Skills & Software

HTML, CSS, Wordpress, Photoshop, inDesign, FIGMA, Adobe XD and Keynote.

## Why should you hire me?

- 100% Fluent in English.
- A quick self-learner.
- Extremely detail-oriented.
- Ability to shift gears for high/low priority tasks.
- Flexibility to work in different Time Zones.
- Fast internet access.
- 10+ years in working remotely for USA-based companies by using Asana, Slack and Podio.

## Website & App prototypes

<https://www.obaikan.com.sa>

<https://www.perastproperties.com>

<https://www.cairodiagnostics.com>

<https://tinyurl.com/2cc9nvmr>

<https://tinyurl.com/3f99kavr>

<https://tinyurl.com/2s4ey4md>