



# Ashraf Khattab

Full-stack designer

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## Professional Summary

I am Ashraf Khattab, a digital creative director with over 18 years of professional experience in graphic design, web design, mobile/web app design, Figma, WordPress, sketching, wireframing, and creating UX interactive prototyping mockups.

I have been responsible for the design and art direction of a wide range of projects: more than 60 websites, 15 annual reports, 10 brochures, 16 awareness short motion movies, and 5 social media campaigns for SAAS and medical companies, business corporates, and global NGOs.

## Work History

**Digital Creative Director at Designframe USA.** <https://www.designframecorp.com/>

From January 2022 till now.

Washington DC, USA.

- Set concepts, slogans, taglines, and design styles that align with the client's branding and marketing goals.
- Responsible for design and art direction of a wide range of projects: more than 20 websites, 15 annual reports, 10 brochures, 16 awareness short motion movies, and 5 social media campaigns for SAAS and medical companies, business corporates, and global NGOs.
- Responsible for campaign strategy, digital creative direction, script writing, social media strategy, video editing, motion graphics, and art direction.
- Drove operational improvements which resulted in savings and improved profit margins and time-saving production methods.

**UI/UX Designer at Designframe USA. <https://www.designframecorp.com/>**

From January 2019 to December 2021.

Washington DC, USA.

- Gathered and evaluated user requirements in collaboration with account executives and UI designers.
- Illustrated design ideas using storyboards, process flows, information architecture and sitemaps.
- Designed graphic user interface elements, like menus, tabs, and widgets.
- Built page navigation buttons and search fields.
- Developed UI mockups and prototypes that clearly illustrate how sites function and look.
- Prepared and presented rough drafts to internal teams and key stakeholders.
- Identified and troubleshoot UX problems (e.g. responsiveness).
- Conducted layout adjustments based on user feedback.
- Adhered to style standards on fonts, colors, and images.

**Art Director at Designframe USA. <https://www.designframecorp.com/>**

From January 2013 to December 2018.

Washington DC, USA.

- Determined how best to represent a concept visually
- Determined which photographs, art, or other design elements to use
- Developed the overall look or style of a publication, an advertising campaign, or a theater, television, or film set
- Managed graphic designers, set and exhibit designers, or other design staff
- Reviewed and approved designs, artwork, photography, and graphics developed by other staff members
- Talked to clients to develop an artistic approach and style
- Coordinated activities with other artistic and creative departments
- Developed detailed budgets and timelines
- Presented designs to clients for approval.

**Senior web designer at Designframe USA.** <https://www.designframecorp.com/>

From August 2007 to December 2012.

Washington DC, USA.

- Led redesign, code development, and transition of corporate more than 10 websites to WordPress.
- Managed prototype content in wireframes when necessary.
- Created a customized WordPress theme using PHP, JavaScript, and XHTML/CSS.
- Designed and implement different layouts using HTML5 and CSS3.
- Guided team in developing an effective organic SEO campaign and key phrase selection strategy.
- Incorporated interactive elements, including flash, JavaScript behaviors, and forms, into web designs.
- Identified the way to increase search engine optimization (SEO) and social media friendliness.
- Collaborated with developers in front-end design and development as well as UI design for web and desktop applications.

**Senior web designer at WinningSEM.**

From August 2005 to July 2007.

Cairo, Egypt.

- Produced engaging flash animation to complement standard-compliant sites
- Construct web pages/sites incorporating graphic user interface features and usability techniques.
- Designed and coded HTML system-generated email templates, allowing for more effective communication with customers and cross-selling opportunities.
- Designed a multitude of websites and mini-sites, Facebook apps, and other web elements for companies large and small.
- Utilized Facebook statistics to increase social media users' reach.

**Junior web designer at Typical Designs.**

From January 2005 till July 2005.

Cairo, Egypt.

- Designed 3 websites, 30 flash banners, and 4 intros.
- Designed more than 15 web templates in Photoshop.

## **Courses & Certificates**

- **Google UX Design Professional Certificate** - Coursera
- **The Complete Figma Course – Designing Mobile & Web App UI/UX** - Udemy
- **The Full Adobe XD UI/UX Course – Design & Prototype in 2022** - Udemy
- **Digital Marketing Professional Nano Degree Program** - Udacity

## **Skills and Software**

Art direction, Graphic design, web design, Mobile& web app design, UI & UX design, design thinking, conducting design sprints, sketching, wireframing, prototyping, digital marketing, HTML, CSS, WordPress, Photoshop, InDesign, FIGMA, Adobe XD, and Keynote.