ahmed sameh.

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who?

A Designer with a deep experience in delivering digital products. I've been called the glue that ties teams from different backgrounds together! ✎

education

Carnegie Mellon University
Bsc. in Information Systems

August 2014 - April 2018

Followed the user-centered design track with focus on Design and the Human Experience

recent projects

Gucci Fashion Show Experience
UX Design, Product Management

Gucci Cosmos Exhibition
Cross-platform design, Customer Journeys

Gucci Site Redesign
Design Systems, Development support

Stork App
UX Design, App Design

Rimads Branding
Identity Design

experience

Milan

Gucci
User Experience Designer

November 2020 - Current

My focus was to deliver the brand's goals through functional and delightful digital activations. Supported Gucci's digital innovation through proposing and realising digital experiences, methodologies, and tools.

Led User Experience work streams on large-scale and complex projects.

Represented digital design across departments, including through pitches and company-wide presentations.

Doha

Avey
Designer + Front-end Developer

August 2018 - October 2019

Worked both as a designer (UI/UX and Branding) and as an iOS developer. I've overhauled the company's various platforms and their approach to branding and presentation by redesigning and implementing individual applications.

Vodafone
User Experience Intern

Summer 2017

Designed and implemented an order-logging system that aimed to automate processes, ease management and communication, and eliminate inefficient practices.