ZIAD AHMED ABU EL-FADL



Senior Graphic Designer | UI/UX & Product Design | Digital Experiences

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glowmatch.ai.studio

Multidisciplinary Digital Product & Graphic Designer combining strong visual design, UI/UX thinking, customer experience, animation, AI-assisted creative workflows, and technical problem-solving. Experienced in transforming ideas into digital experiences—from product concept and customer journey to interface design, visual identity, interaction concepts, and promotional content. Currently working as a Senior Technical Advisor supporting Apple customers, solving complex software and device issues while developing practical insight into user behavior, usability problems, customer expectations, and technology friction points. Creator of GlowMatch, an independently developed AI skincare platform, where I created the product concept from scratch and developed its CX journey, UI/UX direction, interface concepts, visual identity, AI assistant, graphics, and marketing experience.

PROFESSIONAL EXPERIENCE

2026 – Present
Remote

Senior Technical Advisor — Apple, InTouch CX

- Resolve complex and escalated technical issues across iPhone, iPad, Mac, Apple Watch, Apple TV, and their operating systems.
- Diagnose software and device problems using structured troubleshooting and analytical problem-solving.
- Translate complex technical information into simple, clear, user-friendly guidance.
- Identify where users become confused or frustrated and adapt solutions to different levels of technical understanding.
- Handle escalated customer situations with empathy, accuracy, patience, and solution-focused communication.
- Make independent decisions when resolving complex cases and support colleagues with complex troubleshooting scenarios.
- Develop practical insight into real-world user behavior, usability problems, customer expectations, and technology friction points.

- Work in a fast-paced, metrics-driven environment requiring accuracy, accountability, initiative, and attention to detail.

Design-Relevant Experience: Direct exposure to real users interacting with technology, identifying where they struggle, understanding expectations, and simplifying complex experiences.

2019 – 2019
Dokki, Egypt

2D Animator / Designer / Background Designer, Kajoo Studios

- Contributed to 2D animation and visual design production; created background designs and visual elements for animated scenes.
- Supported character design, cleanup, and asset preparation; worked within established visual styles and incorporated feedback.
- Used Adobe Illustrator, Adobe Photoshop, Moho, Affinity Designer, and Affinity Photo.
- Developed professional experience in composition, visual storytelling, animation workflows, teamwork, and deadline-driven production.

Senior Graphic Designer / Digital Designer,
Freelance / Independent Design Work

- Develop digital graphics, advertising materials, app concepts, branding, visual identities, and marketing assets.
- Translate ideas and business concepts into cohesive visual experiences.
- Apply strong principles of composition, typography, hierarchy, color, balance, and visual storytelling.
- Develop visual identities and maintain consistency across digital touchpoints.
- Combine graphic design principles with UI/UX thinking to create visually engaging and understandable digital experiences.
- Develop concepts from initial idea through visual execution and refinement.
- Explore AI-assisted workflows for rapid ideation, visual exploration, iteration, and creative development.

EDUCATION

2025
Obour Campus

B.Sc. Biotechnology, Benha University, College of Agriculture

LANGUAGES

English
C2

Arabic
Native

French
Basic

CORE EXPERTISE

UI/UX & Product — User-Centered Design, UI Design, UX Principles, User Flows, CX Mapping, Information Architecture, Wireframing, High-Fidelity UI, Prototyping, Mobile & Web Design, Interaction Design, Visual Hierarchy, Usability Evaluation, Responsive Design Concepts, Design Systems • **Visual Design** — Graphic Design, Brand Identity, Art Direction, Composition, Typography, Color Systems, Illustration, Advertising, Digital Campaigns, Visual Storytelling • **Product Thinking** — Product Concept Development, User Pain-Point Identification, Customer Journey Mapping, Problem-Solution Definition, Experience Optimization, Feature & Experience Planning, User-Focused Decision Making • **AI / Motion** — AI Product Ideation, AI-Assisted UI/UX Exploration, AI Visual Generation, AI Prototyping, 2D Animation, Motion Design, Character Design, Blender, Moho

PROFESSIONAL DEVELOPMENT & DESIGN TRAINING

Google UX Design Professional Certificate, Coursera
Training covering the UX design process, user-centered design, UX research fundamentals, wireframing, prototyping, usability testing, information architecture, and digital product design.

UI/UX & Digital Product Design, Independent, Private & Volunteer Projects
Applied UI/UX principles across personal, private, freelance, and volunteer projects, including user flows and customer journeys, wireframing, mobile/web UI concepts, visual hierarchy, interaction design, usability-focused decisions, high-fidelity design, prototyping, CX thinking, and digital product concept development.

Figma, Working Knowledge · Project-Based Experience
Used Figma across private, freelance, volunteer, and personal UI/UX projects for interface layouts, UI exploration, and prototyping. Familiar with Auto Layout, components, reusable styles, prototyping, and component-based interface thinking. Adobe and Affinity remain my primary professional design tools; Figma is a secondary but practical UI/UX tool I can work with effectively.

Animation & Motion Design, Information Technology Institute (ITI), Smart Village
Professional training in 2D/3D Animation, Interactive Technology, Video Graphics & Special Effects, supported by practical animation and design experience.

PROFESSIONAL STRENGTHS

- Creative Thinking
- User Empathy
- Problem Solving
- Visual Composition
- Product Thinking
- Technical Troubleshooting
- Customer Experience
- Communication
- Attention to Detail
- Independent Work
- Initiative

- Adaptability
- Rapid Learning

PORTFOLIO FOCUS

- GlowMatch
- UI/UX & Digital Products
- Graphic Design
- Branding
- Animation

FEATURED PRODUCT PROJECT

GlowMatch — AI Skincare Platform,
Founder / Product Concept · UI/UX · Product Design · CX · Visual Identity
Independent End-to-End Product Design Project GlowMatch is an AI-powered skincare platform designed to help users understand their skin and receive personalized skincare recommendations and routines. PRODUCT CONCEPT

- Created the original GlowMatch product concept from scratch, defining its purpose, positioning, experience, and visual direction.
- Identified the core user problem: skincare users can become overwhelmed by products, ingredients, routines, and uncertainty about what suits their skin.
- Designed the product around making skincare decisions simpler, more personalized, and easier to understand.

UX / CUSTOMER EXPERIENCE

- Designed the conceptual end-to-end customer journey from discovery through AI skin analysis, personalized recommendations, routine building, and product discovery.
- Considered user expectations, pain points, decision-making behavior, and potential friction throughout the experience.
- Structured the experience around Understand → Analyze → Personalize → Build a Routine → Discover.
- Designed the experience to reduce cognitive load and progressively guide users toward useful recommendations.

UI / PRODUCT DESIGN

- Developed UI/UX direction and concepts for onboarding, AI skin analysis, personalized dashboard, skin metrics, routines, product recommendations, marketplace/shop, account/profile, navigation, and AI assistant interactions.
- Applied visual hierarchy, consistency, spacing, color, typography, interaction patterns, and component thinking across the product.

BRAND, AI & MARKETING

- Developed the GlowMatch visual identity and Glowy, the product's AI assistant/mascot personality.
- Created color language, visual elements, icons, promotional graphics, and supporting brand assets.
- Integrated AI into product ideation, UI exploration, visual concept generation, rapid iteration, and marketing development while maintaining control over usability and brand consistency.

PRODUCT DESIGN APPROACH: Problem → User → CX Journey → User Flow → UI → Visual System → Brand → Prototype → Marketing

DESIGN TOOLKIT

PRIMARY DESIGN
Adobe Photoshop · Adobe Illustrator · Affinity Designer · Affinity Photo

AI
AI-Assisted Design · AI Visual Generation · AI Product Ideation · AI Prototyping · AI-Assisted Product Development

DIGITAL / TECHNICAL
HTML/CSS Fundamentals · Responsive Design Concepts · AI-Assisted Development · Digital Product Workflows

UI/UX
Figma · UI Design · UX Design · User Flows · Wireframing · Prototyping · CX Mapping · Design Systems

ANIMATION / 3D
Moho · Blender · 2D Animation · Motion Design · Character Design