

MAGED MORSY

Senior product designer based in Amsterdam with +8 years of experience in **interaction design, user research, visual design and design systems**. I have worked on SaaS, fin-tech, e-commerce, healthcare, and fitness projects.

WORK EXPERIENCE

LEASEPLAN DIGITAL/ AYVENS

2021 - Present

Senior product designer

- Collaborate with cross-functional teams, conducting user research and testing to meet business and user needs.
- Focus on building features for drivers to manage their leasing contracts and use self-service tools on My Ayvens.
- Lead mapping of the driver journey to discover new product opportunities.
- Played a key role in launching My Ayvens V3, ensuring smooth rebranding with minimal customer complaints.

BACKBASE

2019 - 2021

Product designer

- Designed and improved the retail payments app for web and mobile at Backbase.
- Conducted user research, created wireframes/prototypes, and tested with real users.
- Collaborated with developers to ensure high-quality implementation.

INSTABUG

2017 - 2019

Product designer

- Designed and improved the in-app surveys product at Instabug.
- Conducted user research and testing to gather feedback and improve the product.
- Helped in building the first version of Instabug design system.

MARGIN-UX

2015 - 2017

Product designer

As a UX Designer at marginUX, I worked on a variety of projects for clients across industries. I created user journeys, wireframes, and prototypes to ensure the optimal user experience for each product.

DIFFERENT MEDICAL COMPANIES

2010 - 2015

Marketing and sales positions

CONTACT

in magedmorsy
hey@magedmorsy.com
www.magedmorsy.com
+31626029503

DESIGN SKILLS

- Story telling
 - Design sprints
 - Design system
 - Wire-framing & prototyping
 - Interaction design
 - User research
 - Visual design
-

TOOLKIT

- Figma
 - Sketch
 - Adobe creative suite
 - Jira
 - Zeplin
 - Abstract
-

EDUCATION

Bachelor of Pharmaceutical Sciences
Alexandria University, Egypt

UX foundation
Online learning -coursera

Mini design MBA (currently)
d.MBA

PORTFOLIO

www.magedmorsy.com
pw: discover-ideate-validate
