

YOMNA HOSSAM

Product Designer

DETAILS

PHONE

01113356066

EMAIL

yomnaahossamm@gmail.com

LINKS

[View My Work](#)

[Linkedin](#)

SKILLS & TOOLS

Figma

Adobe XD

UX Research

Interaction Design

Animation

Adobe Illustrator

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

PROFILE

I'm a Product Designer with a strong foundation in media and graphic design. Currently working at Geidea, I engage in comprehensive user research, perform competitive analyses, and create user flows, wireframes, and polished interfaces. My approach centers on delivering strategic, meaningful experiences, fueled by a genuine passion for visual quality and user satisfaction.

EMPLOYMENT HISTORY

Product Designer, Geidea

Sep 2023 — Present

- Designed and iterated the 'shop' section of a new online portal, utilizing user research, and prototyping to create an intuitive browsing and checkout experience that increased engagement and sales.
- Redesigned the product's onboarding experience, incorporating clear guidance, engaging visuals, and personalized content to help new users quickly understand core features and realize value.
- Designed and optimized the payment gateway experience for a new portal, including integrating all external payment links and refining checkout flows to ensure a secure and frictionless user journey.

Product Designer, Koinz

Jul 2022 — Dec 2023

- Designing the QR portal. It is a web portal that allows the customers to create a dine-in or take order in-store without interacting with a cashier or a waiter.
- Designing the referral program
- Redesigning the Cashier App from the current tablet design the POS device with a printer.
- Increasing activation (What's net experiment).
- Koinz Yearly Recap.
- Designed and iterated on user profile interfaces to enhance personalization features, streamline account management, and increase overall user engagement.

LANGUAGES

Arabic



English



EDUCATION

Bachelor in Applied Sciences and Arts,
German University in Cairo

Selected courses: Interaction Design, web-design, usability testing, user experience, user interface.

Premasters, German University in Cairo

COURSES

Google UX Design, Coursera