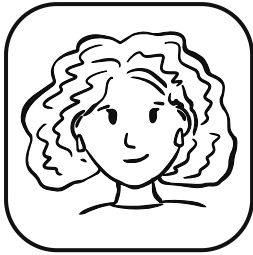


HANIA AYMAN



NAME	HANIA AYMAN ABDELAZIZ		
POSITION	UX/UI DESIGN LEAD DEVELOPMENT & INNOVATION MANAGER		
EMAIL	✉ haniaayman.abdelaziz@gmail.com	PHONE	☎ +20 127 711 3337
PORTFOLIO	🌐 haniadesign.space	LOCATION	📍 6th of October, Egypt

UX/UI Design Lead and Development & Innovation Manager who takes UX/UI and digital projects from strategy through implementation, managing workflows, budgets, timelines, client relationships and cross-functional teams while keeping design aligned with creative direction and business objectives. Drives research across UX/UI and AI integration, building AI-powered systems, design systems and scalable workflows that raise design quality, efficiency and studio performance, supports growth through client acquisition, strategic partnerships and pitch leadership, and delivers design workshops for entrepreneurs with startup incubators. Grounded in visual identity and campaign design for brands including TBS, FABMISR x El Ahly Club and Red Bull.

CORE EXPERTISE

- UX/UI Strategy & Design
- User Research & Prototyping
- Art Direction & Visual Identity
- Design Systems Development & Implementation
- Innovation & AI Integration in Design Methods
- Business Development & Partnerships
- Project Workflow & Stakeholder Management
- Team Leadership & Mentoring
- Design Workshops & Training
- Operations & Customer Experience

TOOLS

Figma · Adobe Creative Suite · Relume · Miro · Contentful · ChatGPT · Claude · Nano Banana · Lovable · Microsoft Office

EDUCATION

- German International University (GIU), Berlin · 2022
Premaster in Graphic Design
- German University in Cairo (GUC) · 2021
B.A. Applied Sciences & Arts in Graphic Design
- Misr Language Schools (MLS) · 2017
IGCSE

EARLIER EXPERIENCE

- UX/UI Trainee
Kreativstorm, Berlin (Remote)
- Graphic Designer
@Hotel Platform (Remote)
- Junior Graphic Designer
DOT Marketing

LANGUAGES

Arabic Native
English Fluent / Professional
German A2

EXPERIENCE

FOURSEE DESIGN STUDIO

2023 – Present

UX/UI Director & Development and Innovation Manager

- **UX/UI leadership:** lead UX/UI and digital projects from strategy through delivery, managing workflows, budgets, timelines and client relationships.
- **Innovation & research:** drive research across UX/UI, branding and AI integration, building AI-powered workflows that improve design quality and efficiency.
- **Business development:** grow the studio through client outreach, strategic partnerships, proposal development and pitch leadership.
- **Operations:** design and implement project management frameworks, tracking systems and scalable workflows across the studio.
- **Team & stakeholders:** oversee and mentor designers, present concepts to clients and coordinate with developers and leadership.
- **Workshops:** deliver design workshops for entrepreneurs in partnership with startup incubators.

HAJEELA TRAVEL

2022 – Present

Co-Founder & Experience Operations Manager

- **Founder & growth:** co-founded and scaled an experience-design business to 50+ delivered experiences, with multiple sold-out launches and strong repeat-customer retention.
- **End-to-end experience design:** mapped full customer journeys from research to delivery, using custom intake systems and post-trip feedback to personalize and continuously iterate.
- **Brand & partnerships:** led naming, logo design and art direction, and built and managed partnerships with 10+ local operators.

KAIRO FOR IDEAS

2022 – 2023

Graphic Designer

- Developed visual identities and branding systems from concept to execution, including logos, guidelines and communication assets.
- Designed integrated campaigns for TBS, FABMISR x El Ahly Club and Red Bull: campaign concepts, Ramadan activations, PR packages and multi-channel collateral.
- Produced digital, print, packaging and social media materials while managing multiple client accounts alongside strategists, copywriters and account managers.

POTATO APP, SCOTLAND

2021 – 2022

UX/UI Intern (Remote)

- Completed practical UX/UI training focused on user-centered design methods, research and prototyping.