

# Keroles Tharwat

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UX Design Senior Specialist

Email: [Keroles.Thrwat@gmail.com](mailto:Keroles.Thrwat@gmail.com)

Phone: +20 01278924406

LinkedIn: [linkedin.com/in/keroles-tharwat](https://www.linkedin.com/in/keroles-tharwat)

## Professional Summary

Senior UX Design Specialist with 7+ years of experience creating user-centered digital solutions for healthcare, finance, e-commerce, and government sectors. Proven track record in User Experience Design, Digital Product Design, Human-Computer Interaction, and cross-functional team leadership. Expert in User Research, Wireframing, Prototyping, Design Systems, and Accessibility Compliance with strong background in UX Strategy and Information Architecture.

### Core Competencies:

- User Research & Usability Testing
- Wireframing & Prototyping (Figma, Adobe XD)
- Design Systems & Accessibility Compliance
- Cross-functional Team Leadership
- UX Strategy & Information Architecture
- Digital Product Design & Human-Computer Interaction

### Key Achievements:

- Successfully reduced user task time by 40% through optimized workflows
- Redesigned a legacy mobile app interface, resulting in a 45% boost in app engagement.
- Mentored 40+ junior designers in UX best practices

## Professional Experience

### Link Development | Feb 2020 - Present

**UX Design Senior Specialist** (Jan 2025 - Present)

**UX Design Specialist** (Jan 2023 - Dec 2024)

**Senior UX Designer** (Feb 2020 - Dec 2022)

- Spearheaded end-to-end UX design for 8+ enterprise digital products
- Conducted usability testing with 20+ participants, improving conversion rates by 18%
- Developed scalable design systems adopted by 12 product teams
- Collaborated with engineering teams to implement WCAG 2.1 AA accessibility standards
- Led UX redesign for Saudi Tourism Authority portal, increasing user engagement by 30%
- Created 50+ interactive prototypes for stakeholder validation and user testing
- Established comprehensive UX metrics framework to measure design effectiveness

## 5DVR | Feb 2019 - Feb 2020

### UX Expert Designer

- Designed innovative VR interface prototypes with 90% user approval rating
- Conducted user research and testing for virtual reality experiences
- Collaborated with development teams on VR user experience optimization

## Infasme | Mar 2018 - Feb 2019

### Senior UX/UI Designer

- Redesigned e-commerce platform checkout flow, reducing cart abandonment by 22%
- Conducted comprehensive user research and journey mapping
- Implemented responsive design principles across multiple digital platforms

## Technical Skills

### UX Design Methods:

User Research, User Testing, Journey Mapping, Personas Development, Heuristic Evaluation, Survey Design, Information Architecture, Wireframing, Prototyping

### Design Tools & Software:

Figma (Expert Level), Adobe XD (Advanced), Adobe Photoshop (Advanced), Adobe Creative Suite

### Technical Knowledge:

DGA/DLS Design Systems, WCAG 2.1 Accessibility Standards, Material Design Guidelines, Responsive Web Design, Design System Development

### Specializations:

Digital Product Design, Human-Computer Interaction, User Experience Research, Accessibility Design, Cross-platform Design

## Education

### Bachelor of Computer Science

Minia University | Oct 2009 - Jun 2013

GPA: 3.5/4.0 (Very Good)

## Certifications

- Design Systems - Design System University (2024)
- 8 [UXCEL](#) Certifications (Wireframing, Accessibility, User Research, Prototyping, and more) (2024-2025)
- Effective Communication Skills - Aspire(2024)
- Advanced UX Design - FWD (2023)
- UX 9-Month Program - ITI (2017)

# Sample Projects

## [HAYAT Organ Donation Portal](#)

- Increased user registrations by simplified UX flows and enhanced user journey
- Implemented accessibility features for diverse user groups

## [IsDB Website Revamp](#)

- Improved accessibility through WCAG 2.1 implementation
- Enhanced overall user experience and site navigation

## [Mohap UAE Health Portal](#)

- Reduced average service access time from 5 minutes to 2 minutes
- Streamlined user workflows and improved information architecture

## [Saudi Space Portal](#)

- Introduced intuitive navigation and content hierarchy tailored to specialized audiences
- Enhanced user engagement through interactive UI components and accessible design

## [Emirates Health Services](#)

- Unified fragmented digital services into a centralized user-centric platform
- Boosted task completion rates through simplified forms and improved mobile responsiveness

## Key Achievements

- Recognized as Top 1% Mentor on ADPList (2024)
- Successfully implemented 5 enterprise design systems across multiple organizations
- Improved conversion rates by 18% through data-driven UX optimization
- Mentored 40+ junior designers in UX methodologies and best practices