

YOUSSEF TAWFIK

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User Experience Designer and Software Engineer specializing in end-to-end product design for B2C and B2B platforms, as well as internal enterprise solutions. Proficient in the complete product lifecycle, from discovery and ideation to prototyping, testing, and final deployment. Adept at applying methodologies such as Double Diamond, Design Thinking, Human-Centered Design, and User-Centered Design to deliver impactful and accessible solutions. Experienced in usability testing, design systems, WCAG 2.2 accessibility standards, and stakeholder collaboration. Expertise spans diverse industries, including AI-powered tools, digital education platforms, gamified learning environments, and petrol and gas industry.

EDUCATION

University of Brighton, UK - Master of Science in User Experience Design - 2022-2024

University of Brighton, UK - Bachelor of Science Honors in Software Engineering - 2018-2021

EXPERIENCE

IT Engineer - Sep 2024 – Feb 2026

Petrol and Gas Construction Company - PGCC - Doha, Qatar

PGCC AI Projects (Internal)

- PGCC AI: Designed and developed an internal AI system enabling employees to search company files and retrieve key information efficiently.
- PGCC Bot: Created a website-integrated chatbot for fast access to internal data and FAQs, improving accessibility and reducing manual search time.
- PGCC Tracker: Designed and implemented an inventory management platform for engineers and storage managers to track, request, and manage items with real-time stock visibility, request approvals, and automated Excel exports.

Company Website (B2C)

- Collaborated with stakeholders, presenting multiple design options before finalizing structure and aesthetics.
- Designed the website and mobile UI/UX in Figma, incorporating client feedback for usability and visual appeal.
- Developed the website using HTML, CSS, and JavaScript, ensuring responsiveness across web, iPad, and mobile devices.
- Integrated SEO best practices and conducted A/B testing to refine design choices and improve user engagement.

HR System (Internal - B2B)

- Conducted requirements gathering sessions with the HR department to align system functionality with HR workflows.
- Developed the system using Python, HTML, and SQLite, ensuring efficiency and ease of use for HR operations.

Installation Progress Tracking System (B2B)

- Built a PHP-based web platform for an external company to track armature installation progress.
- Developed a MySQL database to store and manage installation updates.
- Implemented a multi-user system with role-based access: Guest (view progress), Supervisor (mark installations), Admin (review and confirm).
- Integrated real-time visual feedback, interactive images with detailed tables, documentation, and sharable links.

Sales Tracking System (Internal - B2B)

- Developed a web-based sales tracking platform to monitor salesperson-client interactions and revenue generation.
- MySQL database stores client details, quotation requests, email tracking, and revenue data.
- Developed the backend using PHP with role-based access control for salespeople and admin/managers.
- Integrated PDF generation (TCPDF/FPDF) for automated sales reports with key metrics and performance tracking.

Tools: Figma, Adobe Photoshop, Illustrator, VSCode, HTML, CSS, JavaScript, PHP, Python, MySQL, SQLite, Hostinger, RESTful API, n8n, WhatsApp Business API, Google Analytics, LLM Integration (ChatGPT / Custom APIs)

UX Design Intern - Jul 2024 - Sep 2024 – 3 Months

Prifina - Remote, Brighton UK

Project: Prifina AI for Education (B2C)

- Collaborated with stakeholders to design blog templates and visual cards showcasing AI Twin functionalities.
- Conducted usability testing and proposed solutions to improve user experience on the website.
- Enhanced consistency, contrast, and visual layout of website components across mobile and desktop.
- Researched potential users by gathering information on USA and EU-based universities, supporting market reach.
- Created digital marketing materials for outreach and user engagement.

Tools: Figma, HTML, CSS, JavaScript, Weebly, Google Apps

FEATURED ACADEMIC PROJECTS

Learning Mobile Application Redesign - End-to-End UX Design

- Led UX/UI design for an educational app, focusing on usability improvements through competitor analysis and usability testing.
- Conducted interviews and testing with UX design students, integrating insights into iterative redesigns.
- Achievement: Increased user satisfaction and engagement.

Travel Booking Application - End-to-End UX Design

- Designed accessible and user-friendly screens for a travel booking app, incorporating feedback from usability testing.
- Conducted competitor analysis and created design iterations based on user feedback.
- Achievement: Positive user feedback on the app's navigation and accessibility.

Android TV OS Redesign + Remote Redesign - End-to-End UX Design (Self-Project)

- Redesigned interaction flow and remote control UX for Android TV OS, based on competitor analysis and usability testing.
- Conducted case studies to align design changes with user needs and accessibility requirements.

TOOLS

Figma, Figma Dev Mode, FigJam, Framer, Usability Testing Tools, JavaScript, HTML, CSS, Miro, AI Tools (ChatGPT, Gemini, Prifina AI Twin, Stable Diffusion, DALL-E 2, Claude), Slack, Project Management Systems, Google Analytics, Adobe Photoshop, Adobe Illustrator, VSCode, Python, SQL, SQLite, PHP, JSON, n8n)

SKILLS

User Research, Usability Studies, User Testing, User Interviews, Heuristic Evaluation, Prototyping, User Interface Design, Mobile Interface Design, Web Design, UX Writing, Design Systems, Accessibility (WCAG 2.2), User-Centered Design, Design Thinking, Information Architecture, User Journey Mapping, Gamification Techniques, Competitor Analysis, Collaboration, Communication, Problem Solving, Adaptability, Attention to Detail