PRODUCT DESIGNER

SHERIF * RATEB

ABOUT ME

Creative and detail-oriented Product Designer with over five years of experience in visual, interactive, and product design. Holds a BA in Interactive Arts and Science from Brock University, Canada, and MSc in Digital and Interactive Design from Politecnico di Milano, Milan, Italy.

EDUCATION

MSc, Digital and Interactive Design - Politecnico Di Milano - Milan, Italy
September 2024 - October 2026

Advanced theory and hands-on experience in user-centered and interaction design, through multidisciplinary projects and collaboration with industry professionals.

BA Interactive Arts and Science - Brock University- Ontario, Canada
September 2013 - April 2018

Bachelor Program focused on relation between Design principles and interactive design. Hands-on projects in collaboration with local design studios.

EXPERIENCE

Visual Designer - Movopack - Milan, Italy
April 2026 - July 2026

Handling B2B (Lego, Decathlon, Legami, etc.) packaging design, branding and UX flow for sustainable packaging initiatives.

Product Designer - YouNow - New York, USA
April 2022 - January 2024

Acting as the main designer for the website and Apps interface. Main goal is to improve the platform's UX to create an easier and more enjoyable user journey.

Product Designer - GrowDoc AI - Toronto, Canada
January 2022 - April 2022

Contracted to design and launch the GrowDoc website and App. Acting as the main consultant for the brand's Visual identity.

Visual Designer - The baby garage - Cairo, Egypt
April 2021 - December 2021

Recruited as the Lead designer. Built company image & e-commerce interface for their wide audience base in the MENA region.

Senior Designer - Mienta - Paris, France (Cairo branch)
April 2020 - November 2020

Responsible for packaging designs and on-ground events visualization. Worked on company image and was responsible for leading packaging re-branding.

Lead Designer - Fortitude Adv - Cairo, Egypt
April 2019 - April 2020

Head of creative team. Trained my team for success and exceeded all milestones. Helped transform the company from a startup into a reputable agency.

ACHIEVEMENTS

Cairo Designathon (1st Edition) - 3rd Place Winner
May 2020

COT-X is a smart chair that transforms into an emergency hospital bed with an insulating cover for patient isolation. Designed during COVID-19,

Level Up Toronto - 1st Place
April 2017

Graduation Project won people's choice award for Ontario Province students awards show.

CONTACT ME
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