VISUAL & PRODUCT DESIGNER

SHERIF*RATEB

ABOUT ME

Creative and detail-oriented designer with over five years of experience in visual, interactive, and product design, working daily in Figma and Adobe Creative Suite. Holds a BA in Interactive Arts and Science from Brock University, Canada, and a MSc in Digital and Interactive Design from Politecnico di Milano.

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, using Illustrator, Photoshop, InDesign and Figma.

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

Main designer for the website and apps, improving UX for an easier, more enjoyable user journey. Built the Figma design system and delivered dev-ready assets to engineers.

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

Contracted to design and launch the GrowDoc website and app in Figma. 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, using Figma and Adobe Creative Suite.

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

Responsible for packaging designs and on-ground events visualization in Illustrator and Photoshop. Worked on company image and led the 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.

SKILLS

Design & Prototyping	Figma (design systems, variables), FigJam, ProtoPie, Framer
Adobe Creative Suite	Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
Motion & Interactive	TouchDesigner, Resolume, Unity
Code & AI	HTML, CSS, JS, Three.js, GSAP, Claude, Prompting Realities

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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