Mohamed Fathalla

Senior UI/UX Designer & Flutter Developer | Google Ecosystem Specialist

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Professional Summary

Strategic and user-centric Senior Designer with over 10 years of experience (since 2015) specializing in the integration of high-end UI/UX design with the full Google Technology Ecosystem. Expert in leading end-to-end design lifecycles—from user research and wireframing to interactive prototyping and cross-platform development using Flutter and Angular. Proven track record in establishing digital transformation agencies and delivering scalable, enterprise-grade solutions that balance user empathy with technical performance.

Technical Expertise & Google Ecosystem

- Design Frameworks: Material Design Systems, Google UX Methodologies.
- UI/UX Tools: 3 years exp Figma (Interactive Prototyping, Design Systems, FigJam), 2 years exp Adobe Creative Suite (Photoshop, XD), Miro.
- Frontend Development: Flutter (Dart), HTML5, CSS3.
- Infrastructure & Cloud: Firebase (Auth, Firestore, Hosting, Cloud Functions), Google Cloud Platform (GCP).
- Collaboration: Notion, Microsoft Teams, Jira, ClickUp.
- Version Control & AI/ML: GitHub, Gemini, Claude, and Google AI Studio.
- Deployment & Distribution: Google Play Developer Account, Apple App Store Developer Account, and cross-platform publishing.

Professional Experience

Owner & Lead Product Designer | Switch Point

Alexandria, Egypt (Remote/Hybrid) | Jan 2025 – Present

- Founded a premier digital transformation agency specializing in the Google Technology Ecosystem.
- Leading design execution for corporate digital solutions, ensuring brand consistency across print and digital touchpoints.
- Bridging the gap between high-level product strategy and technical execution using Flutter and Angular frameworks.

UI/UX Designer Generalist | Fathalla Market

Alexandria, Egypt | 2023 – Present | Freelance

- Led the full UX/UI design lifecycle for internal enterprise platforms and customer-facing mobile applications.
- Conducted extensive qualitative user research, stakeholder interviews, and usability testing to optimize user flows.
- Applied Google UX methodologies to enhance accessibility and consistency across all digital assets.

Graphic Designer / Marketing Assistant | Majid Al Mana Group

Dubai, UAE | 2022 – 2023

- Redesigned web components to improve user experience (UX) and unified digital touchpoints for better brand engagement.
- Assisted in user interface ideation aligned with campaign objectives and branding guidelines.

Marketing Assistant / Visual Designer | Fathalla Market

Alexandria, Egypt | 2015 – 2022

- Managed visual engagement materials and designed complex print and digital marketing assets.
- Contributed to early UI/UX development for e-commerce platforms and retail technology solutions.

Key Projects

Project Name	Technology Stack	Core Contributions
Tashil (Corporate ID & Field Operations Platform)	Angular, Flutter, Firebase	Complete UI/UX for web dashboard and mobile interface; physical ID card print layout design. Live: tashil.sw-point.com | iOS: App Store | Android: Google Play D Also: Tashil Data Sharing (iOS: App Store), a retail analytics app for FMCG brands, distributors and retail chains.
Tashil Gift	Flutter, Firebase (Firestore, Cloud Functions), Material Design 3	Smart multi-company promotion and validation platform: manages promotional campaigns, verifies purchase invoices, and distributes gifts. Android app and web (Arabic, RTL).
Emirates Delivery Hub	Flutter, Google Maps API, Firebase	Developed UX/UI for a smart logistics application connecting vendors and drivers in real-time.
Style Trucking App (also known as UK Transport & Removals)	Flutter, Material Design	End-to-end design including user flows, high-fidelity UI, and real-time trip status reporting systems. Live: removals-transport-main--removals-transport.europe-west4.hosted.app
LUX-Line Auto	React 18, TypeScript, Vite, Tailwind CSS	Luxury car rental and VIP chauffeur website with showcase and booking. Live: luxe-lineauto.com
Chapeau	Flutter, BLoC, Clean Architecture, Firebase	Flutter ERP app for field sales reps: customers, stock, orders, and GPS-tracked visits.
Sun Stop Warranty Portal	React, Supabase	Warranty management web portal.
Fathalla Vendor Portal	Flutter Web	Vendor portal web application.

Education & Certifications

- Bachelor's Degree in Management Information Systems (MIS), Alexandria University, Egypt (2013).
- Master's degree in Business/Commerce, Alexandria University.
- Google UX Design Professional Certificate (Coursera), 2025.
- Flutter and Dart: Developing iOS & Android Apps (IBM/Coursera), 2025.

Languages

- Arabic: Native.
- English: Professional Working Proficiency (Written & Technical).

Visa Status

- UAE Family Residence Visa (Ready for immediate start).