



Ahmed Reda

UX WRITER | CONTENT DESIGNER

Summary

I am a bilingual (Arabic/English) Content Designer and UX Writer with 12+ years of experience creating user-centered content for leading brands in the Middle East. From fintech to transportation, I craft intuitive experiences that drive user engagement and business growth. Equipped with curiosity to discover, the courage to try, and the determination to reach.

Experience



LEAD UX/CX WRITER

*Digital Dubai
Authority
Dubai, UAE.
Aug 2025 - Present*

- Developing and maintaining content governance, style guides, and tone of voice for bilingual Arabic/English digital services.
- Working closely with designers, researchers, product managers, and legal teams to create user-friendly, culturally-relevant experiences.
- Creating intuitive AI journeys to ensure clarity, accessibility, and ease of use for a wide range of users and use cases.
- Promoting best practices for localization, accessibility, and usability aligned with the UAE government standards.
- Adapting strategies based on user feedback and insights obtained from user interactions.
- Driving initiatives to boost engagement, digital literacy, and adoption through consistent, impactful messaging.



LEAD UX WRITER

*Emirates NBD Bank
Dubai, UAE.
Apr 2022 - Jul 2025*

- Leading a team of 5 UX writers in the bank's office in Dubai to cover the wide range of high-demand copy needs.
- Content design to facilitate user navigation across Corporate, Everyday, Business, Tablet, and Wealth and ATM/ITM banking.
- Building the writing style guide and tuning the tone of voice to suit a range of audiences.
- Crafting content for onboarding, promos, error messages, and other components.
- Collaborating with researchers, legal, marketing, and product managers.
- Handling product communication to build a wholesome user experience.
- Conducting copy audits to enhance the live copy and ensure it's error-free.

Contact Details

Email: reda.uxwriter@gmail.com

Mobile: +971 561395364

Address: Dubai, UAE.

Birthdate: Jun 1989

Portfolio



Website (Beta)



LinkedIn



Facebook



Ahmed Reda

CONTENT DESIGNER | UX WRITER

Languages

Arabic

Mother Tongue

Advanced formal dialect skills

English

Excellent

98/120 TOEFL iBT score (2008)

German

Basic

3 levels

Computer Skills

Lokalise



Frontitude

Frontitude

Figma



Miro



Jira



Github



Adobe Suite

Ps

Ai

ID

Wordpress



G Suite



MS Office



Experience



PRODUCT COMM. LEAD

Bosta Shipping & Logistics Services

Cairo, Egypt.

Dec 2021 - Feb 2022

- Creating and executing a wide range of launches, and feature releases.
- Working cross-functionally with senior leaders and team members across Bosta.
- Collaborating with the product, engineering, marketing, business, sales, and CS teams.
- UX writing and localization of product screens and website landing pages.

CONTENT DESIGNER

Sep 2021 - Nov 2021

- Managing UX Writing & Content Strategy.
- Leading the whole content operations and workflow across all communication.
- Setting the ground rules for the style guide, glossary, tone of voice, and writing goals.



UX WRITER

Swvl Transportation Solutions

Cairo, Egypt.

Apr 2020 - Aug 2021

- Simplifying complex concepts or journeys into clear & concise copy.
- Shaping the tone of voice and the writing style guidelines to provide a unified experience and consistency of wording.
- Working with designers, researchers, product managers, marketers, and engineers.
- Trying out new ideas through user testing and research.



UX WRITER

B.TECH Retail

Cairo, Egypt.

Sep 2020 - Jan 2021

- Designing clear and understandable User/Customer journeys for the 2021 digital web and native apps.
- Directing the whole content experience for B.TECH over more than 200 screens.
- Collaborating with Design, Product, and Development teams.



SR. CONTENT SPECIALIST

Zyda Software

Cairo, Egypt.

Jan 2019 - Apr 2020

- UX Writing storefront and client dashboard screens to deliver a localized experience.
- Technical writing bilingual (AR/EN) software documentation and help center setup.
- Announcing software updates and showcasing features.
- Crafting blog posts, website copy, presentations, forms, emails, etc.

Other Experiences



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Portfolio



Education



MODERN SCIENCES & ARTS (MSA) UNIVERSITY

Bachelor of Arts
Feb 2013 - Jan 2017

Mass Communication Studies

Major: Journalism

GPA: 3.04 (Very Good)

Graduation project: Excellent

- News writing and investigative reporting
- Copy editing and proofreading
- Audience segmentation
- Persuasive communication
- World history and political sciences



GERMAN UNIVERSITY IN CAIRO (GUC)

Undergrad (Transfer)
Oct 2008 - Feb 2013

Faculty of Engineering

Major: Design and Production Tech.

GPA: 3.5 (Good)

Transferred in 2013

- Drawing and 3D modeling
- Computer science (Java)
- Research paper writing
- Communication and presentation skills

Courses

UX WRITING FUNDAMENTALS

UX Content Collective
Sep 2022

UX CONTENT COLLECTIVE

CONTENT WORKSHOP

UX Content Collective
Apr 2022

CONTENT STRATEGY

Openclassrooms
Jan 2021

OPENCLASSROOMS

UX DESIGN INTRO

Openclassrooms
Feb 2021

INBOUND MARKETING

Hubspot Academy
Apr 2019



CONTENT MARKETING

Hubspot Academy
Mar 2019

SOCIAL MEDIA MARKETING

Udemy
Sep 2018



CONTENT MARKETING

Udemy
Nov 2018