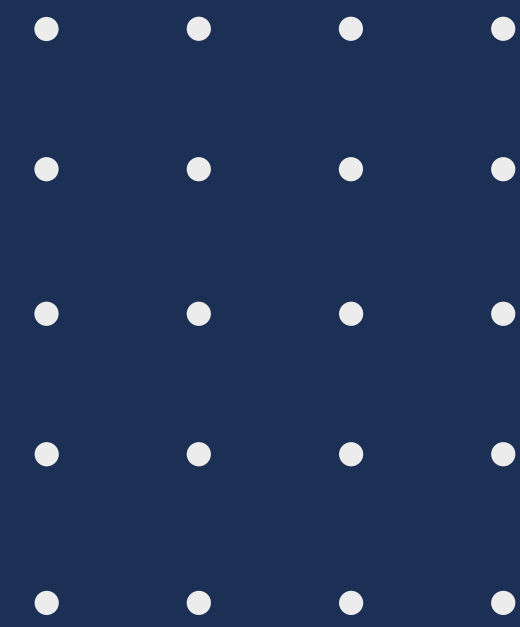




# Ahmed Reda



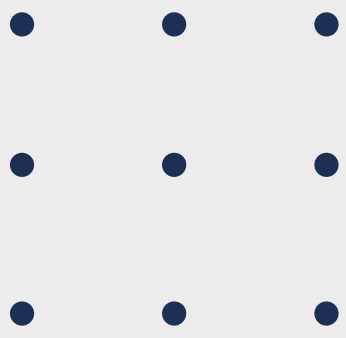
UX WRITER | CONTENT CREATOR

reda.uxwriter@gmail.com

+971 561395364

www   in   f





# Hi, I'm incREDABLE!

A proud Content Creator with a handful of writing and designing skills, and almost a decade of experience. Equipped with curiosity to discover, the courage to try, and the determination to reach.

## Portfolio Contents:

1. Skills & Tools

2. UX Writing

3. Content Writing

4. Copywriting

5. Design Work

6. Contact Details





# 1 Writing, Marketing, Design, and More.

Throughout the past decade, I worked with more than 20 companies of all scales and had to acquire a special set of skills to get the job done no matter what. Starting from local stores and individuals to mega retail chains and unicorn software startups, there will always be something new to learn and some problems to solve.

## Skills & Tools:

- UX Writing
- Content Design
- Localization
- Content Writing
- Blogging
- Copywriting
- Translation
- Proofreading
- Technical Writing
- Digital Marketing
- Search Engine Optimization
- Social Media Management
- Adobe Suite (Ps - Ai - In)
- Google Suite
- MS Office
- Scriptwriting
- Voice over
- Photography

## Languages:

- **Arabic**  
Mother Tongue  
Advanced formal dialect skills
- **English**  
Excellent  
98/120 TOEFL iBT score (2008)
- **German**  
Basic  
3 levels



# 2 UX Writing, Content Design, and Localization.



Sep 2021 - Feb 2022

Bosta Shipping & Logistics Services is one of the most prominent Egyptian startups. I joined the team as a Content Designer, and later promoted to Product Comm. Lead with the aim of launching Bosta's content strategy and establish and execute a solid writing foundation for dashboard and app screens, landing pages, emails, SMS, ...etc.  
[www.bosta.co](http://www.bosta.co)

أهلاً بيك في بوسطة  
أدخل معلوماتك الأساسية.

الاسم الأول  
الاسم العائلة

رقم الهاتف  
مثال: 01012345678

كلمة السر  
تأكيد كلمة السر

انضم إلى الفريق

Create Order  
You're one step away from creating your order

Order Details  
Customer Details  
Request Pickup

Pickup Info  
Select from scheduled pickups  
Name

Create New Pickup

إضافة عضو جديد  
ادع أعضاء فريقك واعطهم التحكم المناسب لدورهم في الفريق

example@email.com

انواع التحكم المتاحة

التحكم الاساسي  
انشاء وتعديل ومتابعة الاوردرات و طلبات استلام الشحنات (البيك اب)

التحكم الكامل  
عرض رصيد المحفظة والمعاملات المالية

المعلومات البنكية  
إدارة معلومات الحساب البنكي المستخدم لتلقي مبالغ التحصيل

المحفظة  
عرض رصيد المحفظة والمعاملات المالية

التكامل الالكتروني  
إمكانية الوصول إلى واجهات برمجة تطبيقات بوسطة والمكونات الإضافية

إضافة عضو جديد

Your order has been created successfully  
Your packages cannot be shipped without the printed Air waybill.

Print Airwaybill

You can also printing the Air waybill now and print it later, make sure to print them before the pickup day.

bosta

## Writing Style Guide

V 1.0 Sep. 2021

3 Str. 208, Degla Al Maadi, Cairo, Egypt  
marketing@bosta.co  
bosta.co

للتأكد من ملكيتك لرقم الموبايل  
للتأكد إنك مالك الحساب، سيتم إرسال رمز مكون من 4 أرقام لرقم الموبايل المنتهي بـ 110.  
أدخل هذا الرمز.

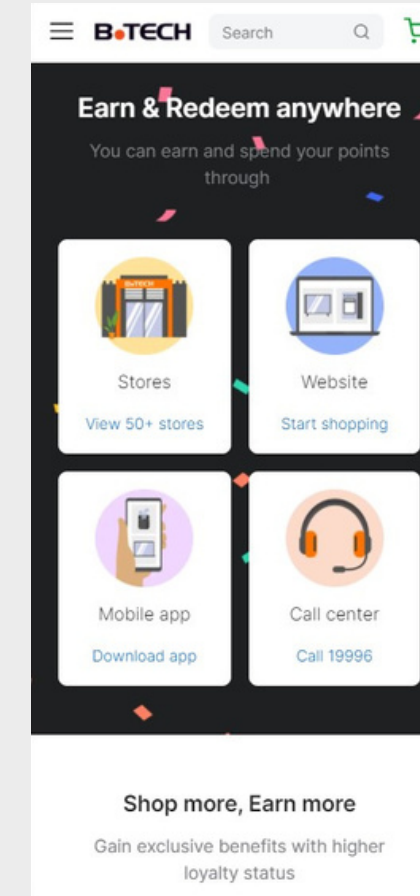
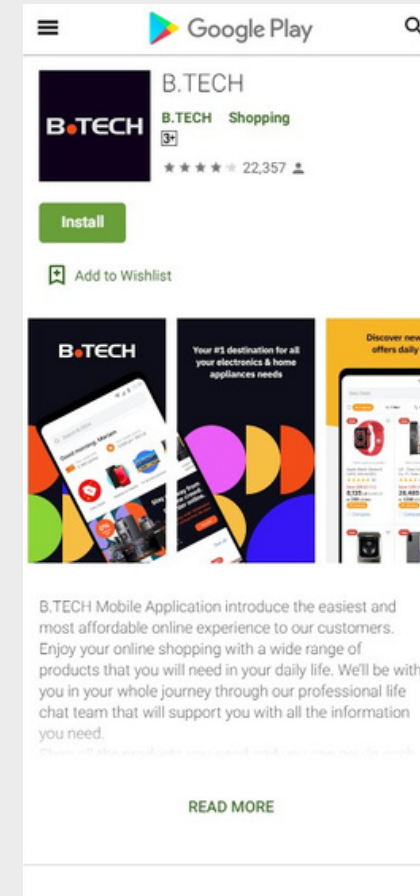
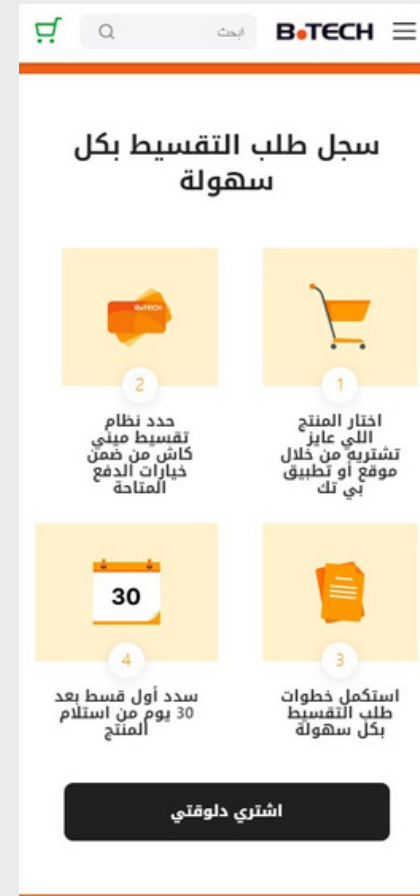
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# B.TECH

Sep 2020 - Jan 2021

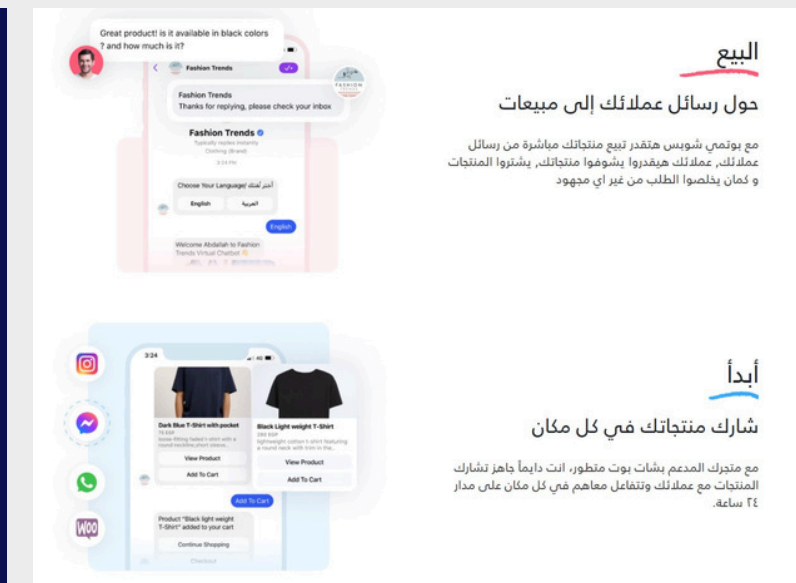
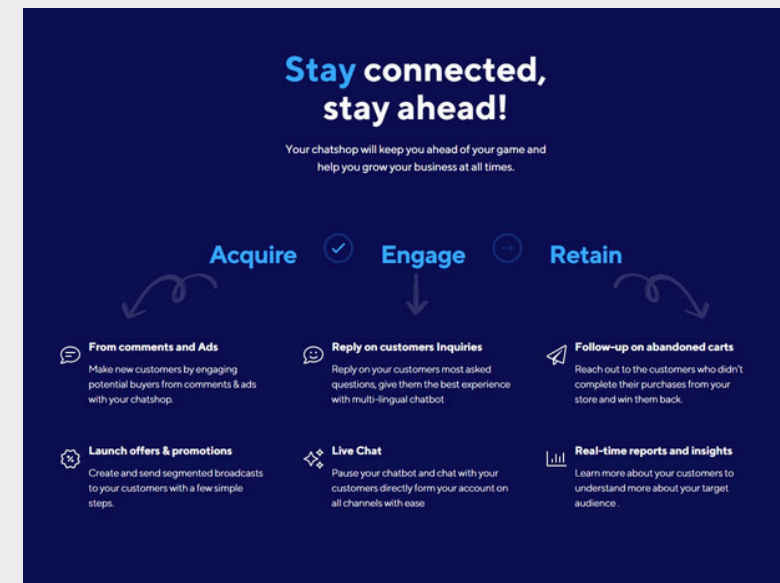
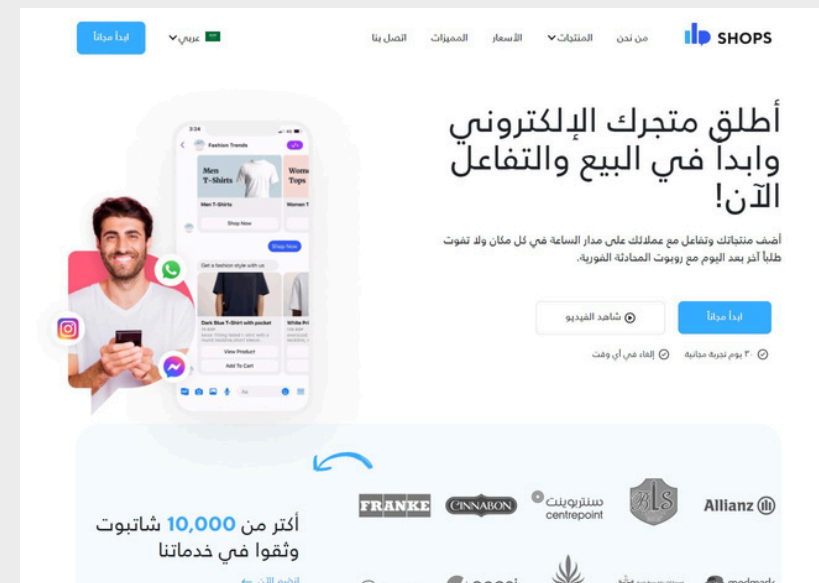
B.TECH is one of the leading online and offline electronics stores in Egypt and the MENA region. Across 4 months, my responsibility was to design the whole content experience across more than 200 screens for the 2021 digital web and app products. Also, supporting B.TECH team with the design and development agencies. [www.btech.com](http://www.btech.com)



# botme

Mar 2021 - Apr 2021

Botme is a chatbot solutions company operating in Egypt and the MENA region. The project was a landing page for a newly launched product, Botme Shops, in English, Arabic, and Egyptian, considering the wholesome UX. [shops.botme.com](http://shops.botme.com)

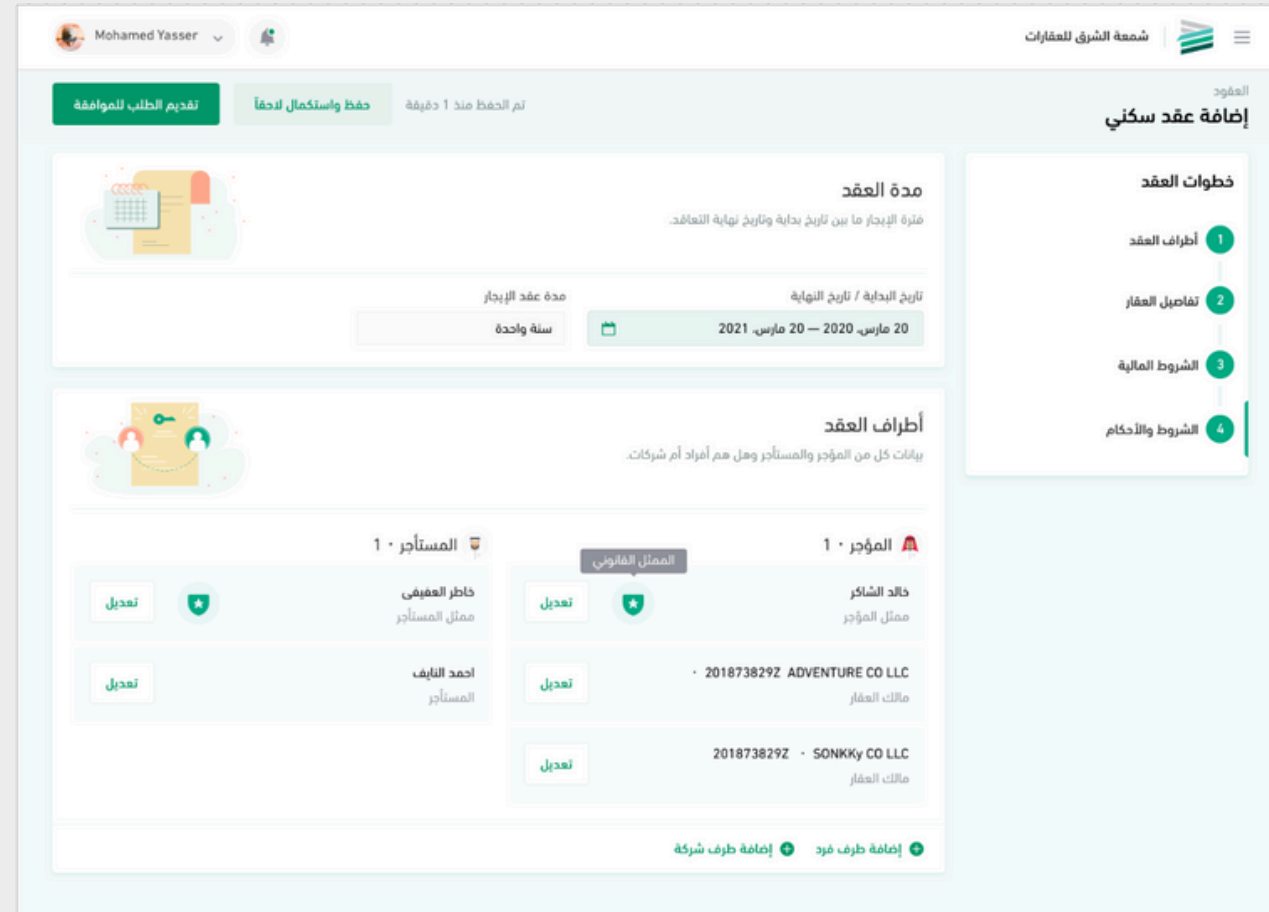




## May 2020 - Jun 2020

Tremoloo is an award-winning digital design studio based in Egypt. I collaborated with them on a real-estate-rental platform that belongs to the Saudi government.

[www.tremoloo.com](http://www.tremoloo.com)



## Jan 2019 - Apr 2020

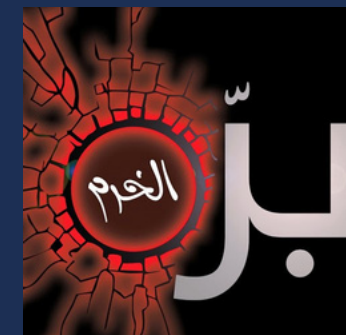
Zyda is a popular F&B software platform. Content work over 16 months covered everything from UX writing, dashboard localization, testing, help center setup to emails, SMS notifications, and inbound marketing articles.

[www.zyda.com](http://www.zyda.com)



# 3 Content Creation & Blogging.

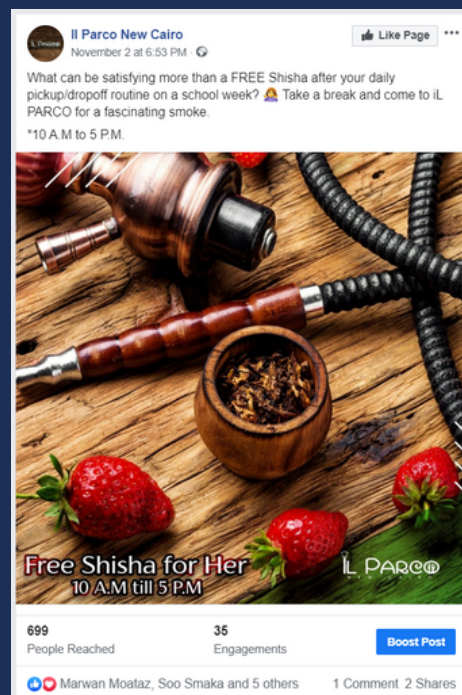
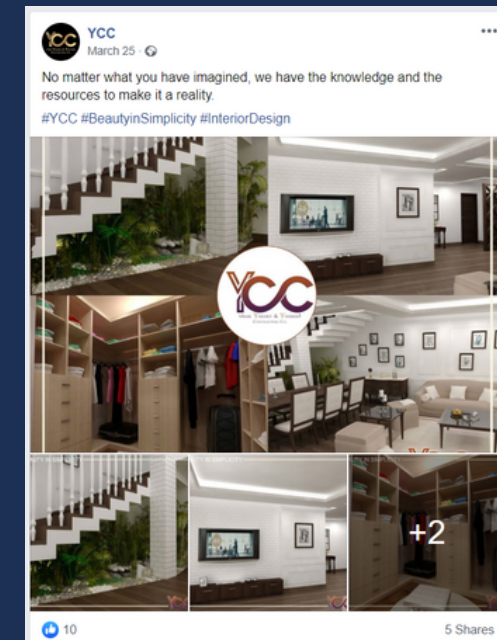
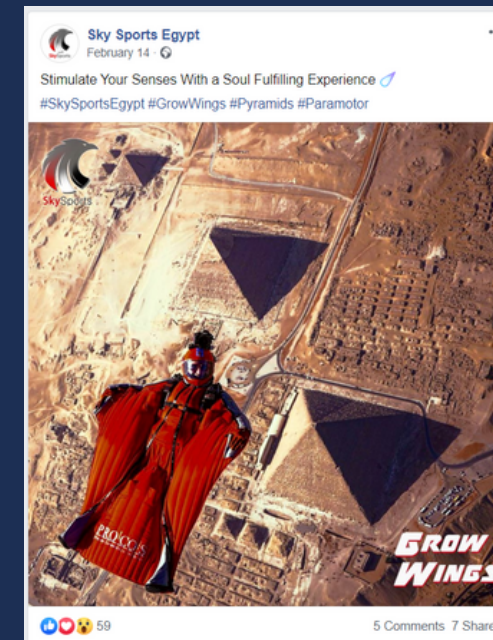
Articles, scripts, and all long-form writing are the storytelling I fell in love with since childhood! I later acquired the essential skills needed for that type of content throughout the university years studying journalism and while working as a radio show scriptwriter and content editor at China Radio International Arabic Broadcast. Different employers and individuals asked me to create articles and blog posts for them to serve various purposes. I also take pride in all the articles I write for my personal blog, even if no marketing value comes out of it. Additionally, I never missed an opportunity to work on small projects with friends and family.





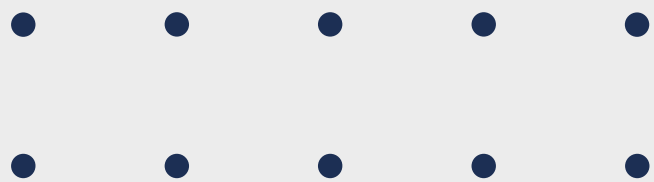
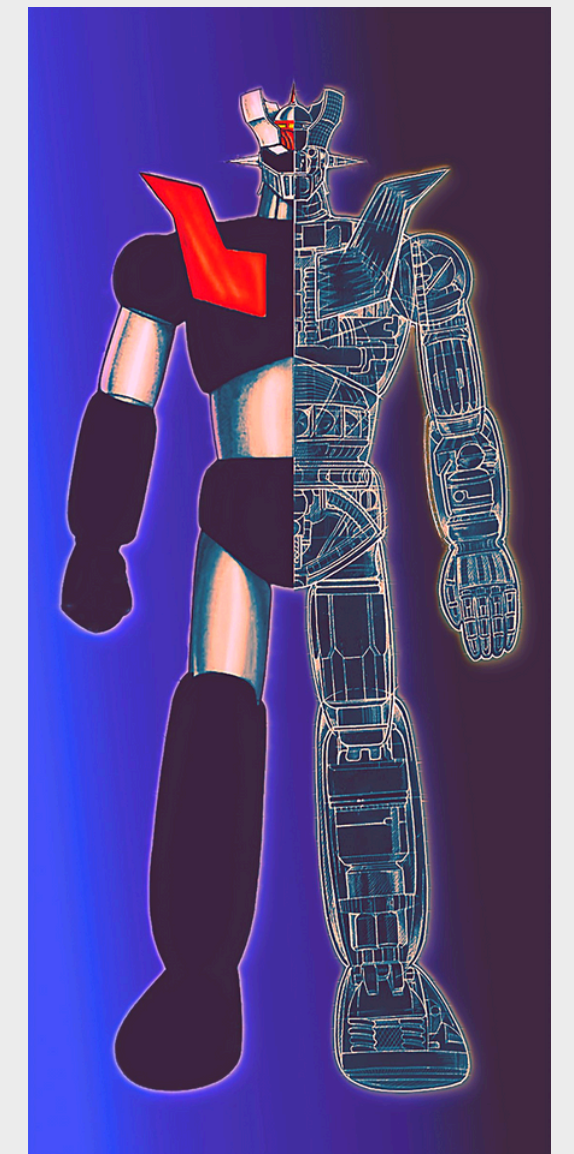
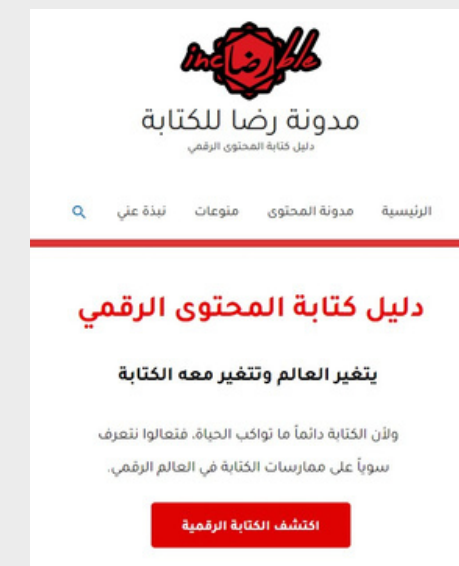
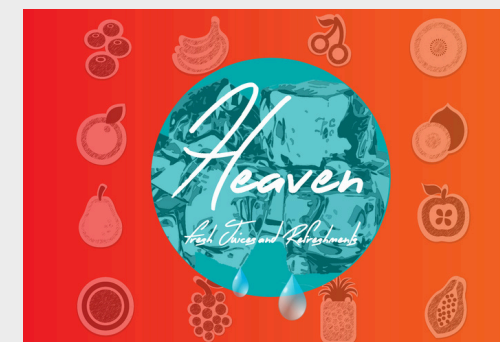
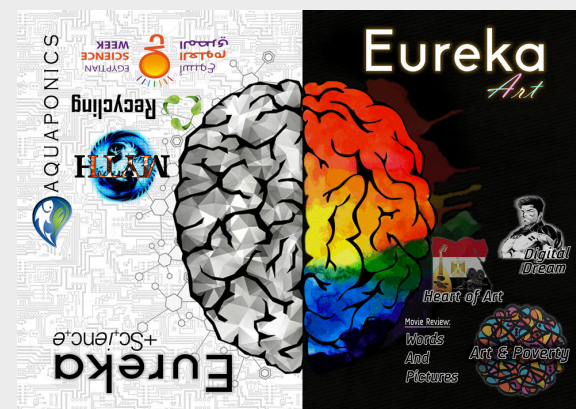
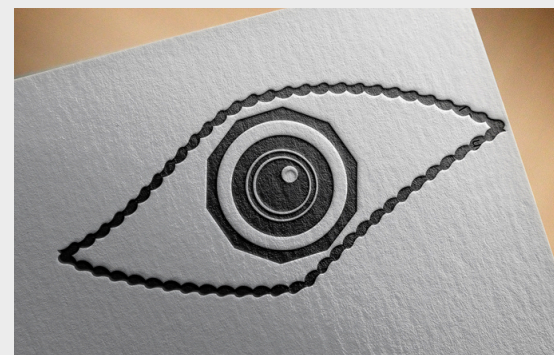
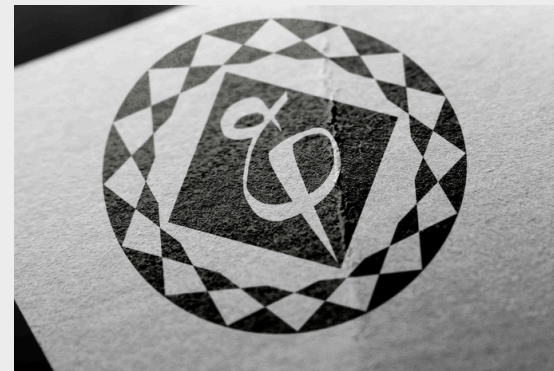
# 4 Copywriting & Social Media.

Copywriting and digital marketing are the pillars of today's world. That's why I never spared an opportunity to write for social media serving all kinds of clients in Egypt. Food & beverage, sky sports, cosmetics, interior design, and many more. Creating a short copy with the right powerful words is always a challenge!



# 5 Design Work.

Digital design and photo editing started as complementary skills to writing for me. Design tools helped me deliver my words and ideas in style for sure. But after learning the tools, it didn't matter if the project was a magazine, a logo, a banner, a poster, or a tiny business card. I was always curious to try new ideas. I also noticed that my digital design experience helped me speak the same language as designers and get the everyday challenges they face, which makes the whole collaboration process much more productive.



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• • • • •

# Contact Details.

Just a minute!

You can also check my G-Drive folder for more writing, design, and voice-over samples.



Looking forward to working with you

**Email**

[reda.uxwriter@gmail.com](mailto:reda.uxwriter@gmail.com)



**Website**

[www.incredablog.com](http://www.incredablog.com)



**Mobile**

+971 561395364

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