

# Ahmed Reda

### UX WRITER | CONTENT CREATOR

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+971 561395364









## Hi, I'm incREDAble!

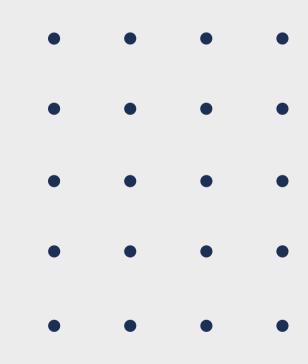
A proud Content Creator with a handful of writing and designing skills, and almost a decade of experience. Equipped with curiosity to discover, the courage to try, and the determination to reach.

## **Portfolio Contents:**

- 1. Skills & Tools
- 2. UX Writing
- 3. Content Writing

- 4. Copywriting
- 5. Design Work
- 6. Contact Details



















**botme**<sup>®</sup>

## <sup>1</sup> 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

### Languages:

• Arabic

Mother Tongue Advanced formal dialect skills

- Translation
- Proofreading
- Technical Writing
- Digital Marketing
- Search Engine Optimization
- Social Media Management

#### • English

Excellent 98/120 TOEFL iBT score (2008)

- Adobe Suite (Ps Ai In)
- Google Suite
- MS Office
- Scriptwriting
- Voice over
- Photography
- German
  - Basic 3 levels





## <sup>2</sup> 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. <u>www.bosta.co</u>





	😣 bosta	
8	SOLO 16 mohamed.aralis=16@bo	Create Order You're one step away from creating your order
•	Orders Pickups	Crider Details     Customer Details     Request Pickup
2	Support Tickets	Pickup Info system
>	Settings	Ramois V + Create New Pickup
Þ	logout	You can skip requesting a pickup now but make sure to request a pickup when you have packages ready to be s



### Writing Style Guide

V 1.0 Sep. 2021

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

Create New		
3	×	إضافة عضو جديد
		ادع اعضاء فريقك واعطهم التحكم المناسب لدورهم في الفريق
		example@email.com
<b>e</b>		انواع التحكم المتاحة
		😪 التحكم الاساسي
		انشاء وتعديل ومتابعة الاوردرات و طلبات استلام الشحنات (البيك اب)
		🖌 التحكم الكامل
	المعلومات البنكية	😒 🗂 المحفظه
	إدارة معلومات الحساب الينكي المستخدم لتلقي مبالغ التحصيل	عرض رصيد المحفظة والمعاملات المالية
	ادارة فريق العمل	😒 🖒 التكامل الالكتروني
	اضافة وحذف اعضاء الفريق وتحديث تحكماتهم وتحديث معلومات البزنس	إمكانية الوصول إلى واجهات برمجة تطبيقات بوسطه والمكونات الإضافية
	إضافة عضو جديد	

#### للتاكد من ملكيتك لرقم الموبايل

للتأكد إنك مالك الحساب، بيتم إرسال رمز مكون من 4 أرقام لرقم الموبايل المنتهي بـ 110. ادخل هذا الرمز.



### SW/L Apr 2020 - Aug 2021

Swvl Transportation Solutions is an Egyptian unicorn startup. My role as a bilingual UX Writer was to collaborate with designers, researchers, product managers, marketers, and engineers to simplify complex concepts or journeys into clear & concise Arabic & English user-centered copy. My work being the sole writer in the design team covered several apps and web pages, as well as notifications and chatbot replies. www.swvl.com



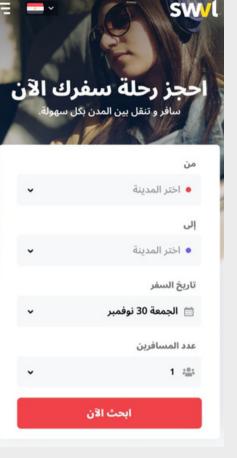
Conservation and a service of the se	Upcoming       Past         Description       Description         Description       Description
حمل البرنامج واستمتع بحجز سهل وخاصية تحديد الموقع! هل تعمل في مدينة بعيدة أو تزور أقاربك أو حصلت أخيرا على تلك الإجازة التي كنت تنتظرها؟ سويڤل أخيرا على تلك الإجازة التي كنت تنتظرها؟ سويڤل ناسفر يجعل كل هذا تجربة سهلة! حمل البرنامج الآن السفري بالتجربة الكاملي	COMPLETE REGISTRATION
uccess Account	Ride Screen - Click check in before perform
Congratulations You successfully created your account and joined the Swvl Captain team.	← My Bids ① Hell Pending Bid placed on 24/07/2021 El Hosary Sq. → Al Safadara 06 : 00 AM 04 : 30 PM Distance / Rides 208 KM / 6 Rides Duration 10:30 HR
	Lowest BID EGP 1200/ day Your BID EGP 2200/ day Edit Bid Cancel Bid
	Rejected         Bid rejected on 24/07/2021           El Hosary Sq.         →         Al Safadara           06 : 00 AM         04 : 30 PM
LET'S START	Distance / Rides 208 KM / 6 Rides Duration 10:30 HR (1) The bid was not accepted because of price competency

Your Corporate Trips



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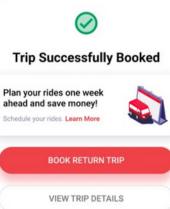




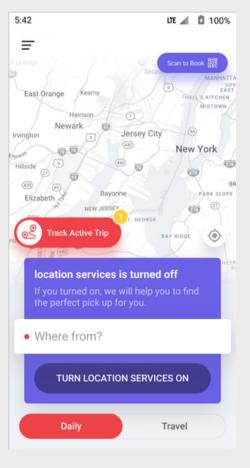
#### المبلغ الذي ستتسلمه 2,005 EGP

بنود أد	بنود الرحلة
396 EGP	السبت - 15/06/2020
596 EGP	12:30 صباحا المعادي - التجمع الخامس
350 EGP	سعر الرحلة
400 EGP	المبلغ المحصل
- 100 EGP	خصم تأخير
- 18 EGP	وقود الرحنة (10كم)
- 12 EGP	صيانة الرحلة (10كم)
- 14.4 EGP	وقود الانتقال للرحلة (8كم)
- 9.6 EGP	صيانة الانتقال للرحلة (8كم)
100 EGP	3:30 مساء / المعادي - التجمع
3 (	





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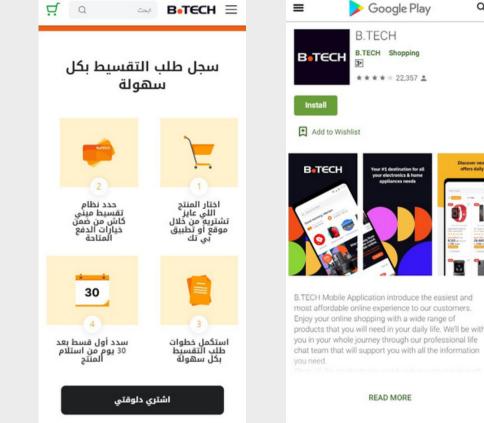




### **B•TECH** Sep 2020 - Jan 2021

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

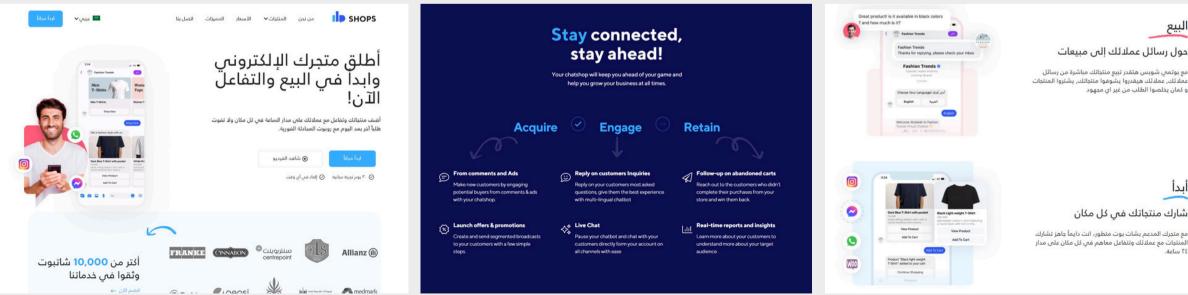
∯ Q 🛶 <b>в.тесн</b> Ξ	Ŕ
اشتري دلوقتي وقسط براحتك مع نظام ميني كاش! نظام تقسيط ميني كاش هو أسهل طريقة تشتري بيها كل احتياجاتك دلوقتي وتسدد قيمتها بعدين على أقساط متساوية ومريحة	
	<del>د</del> د م
<b>اشتري دلوقتي وسدد براحتك</b> ادفع أقل واشتري أكتر مع تقسيط الميني الكاش	1

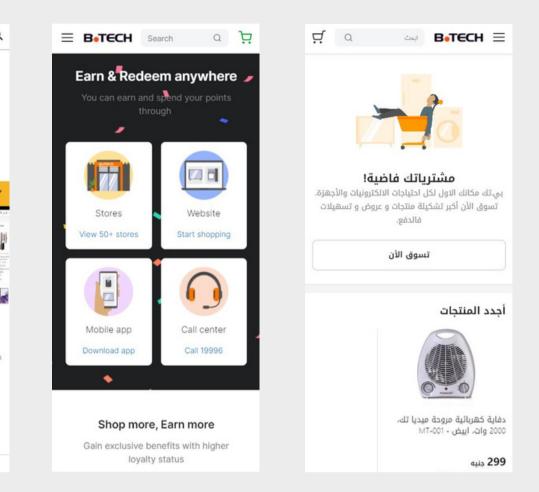




Mar 2021 - Apr 2021

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







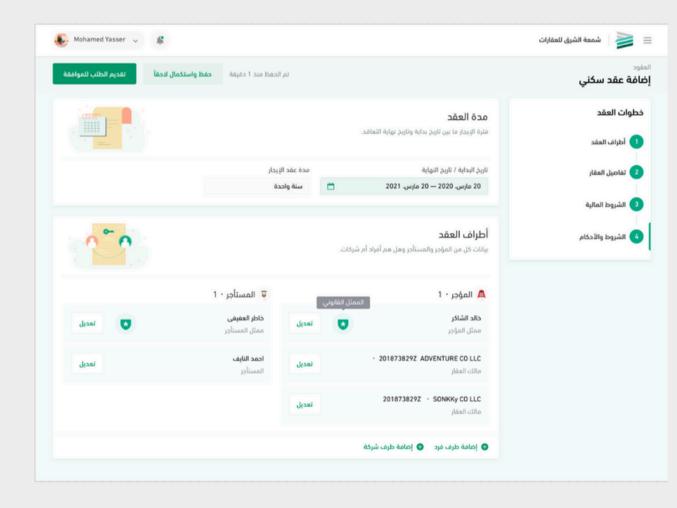
#### شارك منتجاتك في كل مكان

مع متجرك المدعم بشات بوت متطور، انت دايماً جاهز تشارك لمنتجات مع عملائك وتتفاعل معاهم في كل مكان على مدار delus DS



#### 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. <u>www.tremoloo.com</u>

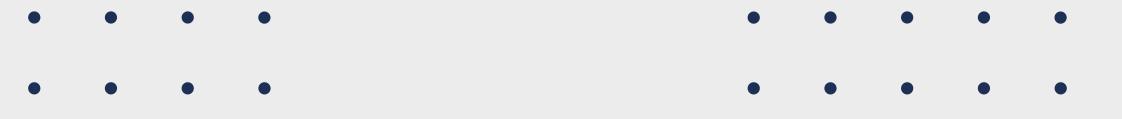




#### Jan 2019 - Apr 2020

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





#### شكراً لَكَ!

تم تسجيل طلبك بنجاح، يرجى الذهاب إلى صفحة الطلب لإدارة حالة الطلب.

كود الطلب F237-QFWY

#### الوقت المتوقع

جارى تأكيد الطلب

شاهد الإيصال

5:16 م

طلب جدید





**زي برجر** الوجه الجديد لعالم البرجر

التبديل إلى إستلام	توصيل	
الأحمدي	المنطقة	
30 دقيقة	الوقت المتوقع	
	وتعاشفونع	

المقبلات

مقبلات البرجر الصغيرة

صحن من البرجر الصغير يقدم مع البطاطا المقلية العادية



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## 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 <u>China Radio International Arabic Broadcast</u>. 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.









## 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!

ut Like Page

II Parco New Cairo

ARCO for a fascinating smoke

wember 2 at 6:53 PM · Q

Marwan Moataz, Soo Smaka and 5 others

What can be satisfying more than a FREE Shisha after your daily

pickup/dropoff routine on a school week? 🧟 Take a break and come to iL



ut Like Page

I Parco New Cairo

er 24 · 😡





🖒 Like 🗌 Comment 🖒 Share





Bay-Co Egypt

2010 at 1 10 PM - 0

إحنا في Pure Cosmetics بنحب الفراولة وبنحبك، وده اللي

شجعنا نعملك Strawberry Lip Balm من خلاصة الفراولة

الطبيعية عشان يحافظ على شفايفك طرية وناعمة زي فص الفراولة

Like Comment

ما حدش بيعرف يقاوم الفراولة 🍎

الضبط، وخلى شفايفك تتكلم لوحدها 😅









2.2

#### Ky Sports Egypt

Stimulate Your Senses With a Soul Fulfilling Experience 🧷 SkySportsEgypt #GrowWings #Pyramids #Paramotor









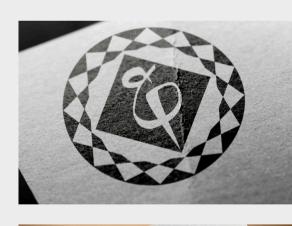




## Design Work.

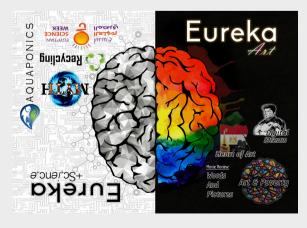
Digital design and photo editing started as complementary skills to writing for me. Design tools helped me deliver my words and ideas in style for sure. But after learning the tools, it didn't matter if the project was a magazine, a logo, a banner, a poster, or a tiny business card. I was always curious 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.





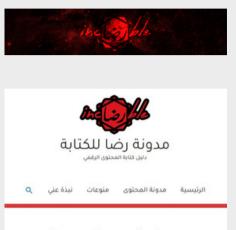












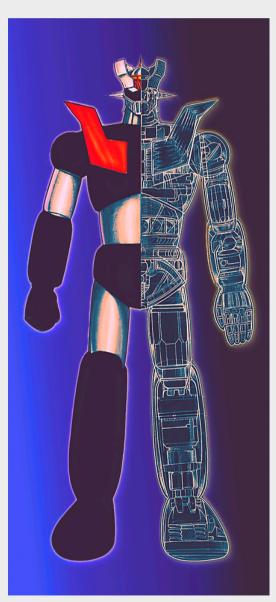
#### دليل كتابة المحتوى الرقمى

#### يتغير العالم وتتغير معه الكتابة

ولأن الكتابة دائماً ما تواكب الحياة. فتعالوا نتعرف سوياً على مماسيات الكتابة في العالم البقم







## 6 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
 Website

 reda.uxwriter@gmail.com
 www.incredablog.com

Mobile



+971 561395364