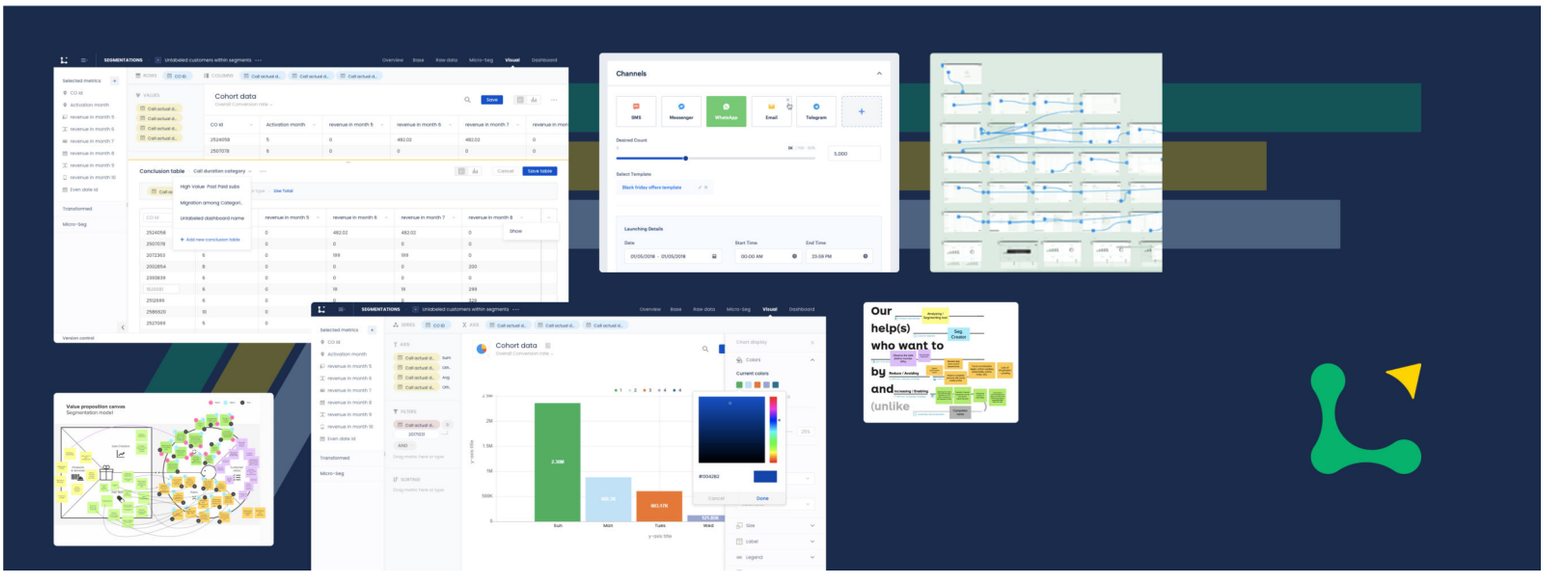
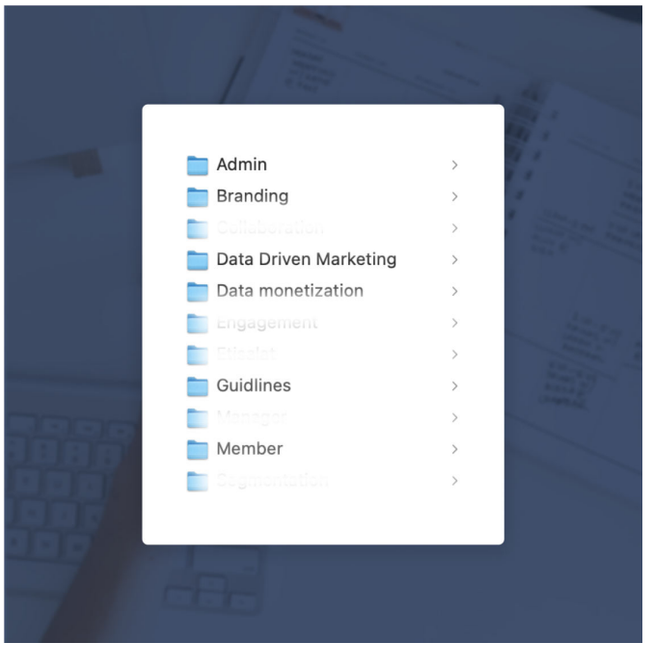
AI-driven autonomous growth engine

Lagorta is one of the most significant and big projects I've worked on. I have been the person who has performed many jobs starting with strategist, researcher, UXer, insights analyst, and UI and data designer. I worked on the entire platform which contains numerous modules. All I accomplished was driven by human-centered design which allowed the team to get confidence in the product from many large enterprises in the MENA area. I am working alongside the team since 2018.

What i did

- UX Research and Testing
- UX Concept
- Wireframes
- UI Design
- Data visualization
- Human centered AI
- Brand development





The UX concept was across different products and modules under the hood of the platform such as (Data-Driven Marketing, Collaboration Mob. Application, Data monetization, Segmentation, and engagement).

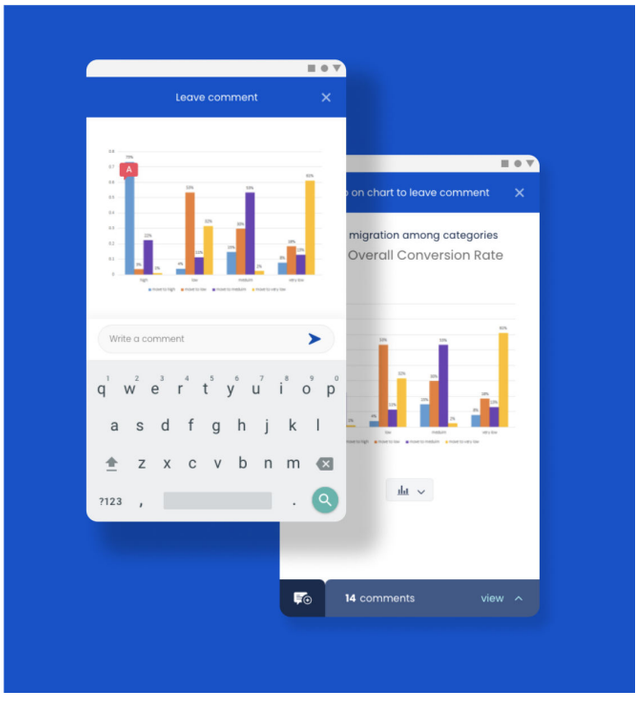
Furthermore, I have worked to customize lagorta for Etisalat Misr and to deliver a full UX.

I've collaborated with teams from business, marketing, data science, and technology to understand and bridge the gaps between these disciplines. Assist the business team in optimizing the platform's vision and value through innovative solutions, as well as investigating the design thinking culture.

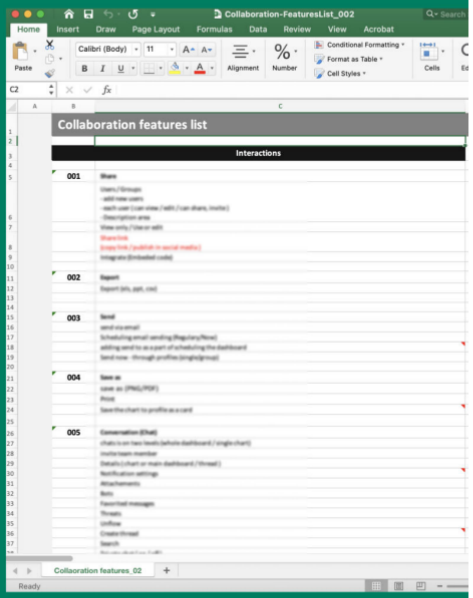
The project had several obstacles, however I was delighted to accept the duty of assisting business owners in achieving their objectives. The business domain was new to me. I began with several months of intensive study to understand the business strategy, users, and market.

At first glance, building a B2B platform based on human-centered design and releasing the design culture appeared to be a difficult task. And so, instead of using the traditional UX method, I offered a new route that integrated UX design, business design, and design thinking for understanding, innovation, and execution to demonstrate the communication between business and design. (Understanding the business domain and strategy, Market research, Understanding the technology capabilities, UX Research, UX Concept, Prototype, UI Design, UX Testing, and Iterations)

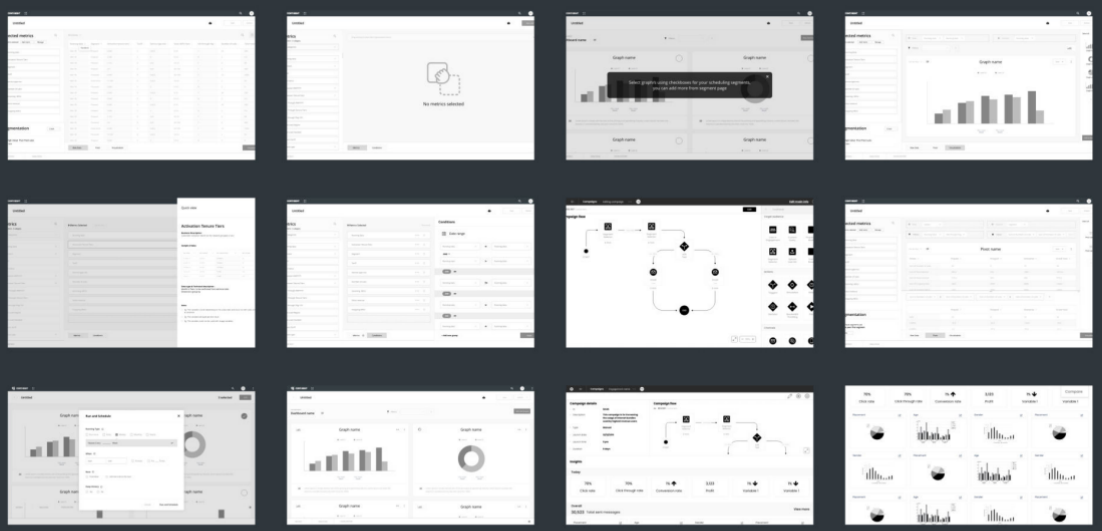
The design research finds a lot of useful information and insights - yet another side of it is that in order to add new value to the executives is to pampramping the experience and giving them control everywhere, so the team decided to implement a mini-mobile application that gives them the necessary features to make their work anywhere and fully collaborate with their teams.



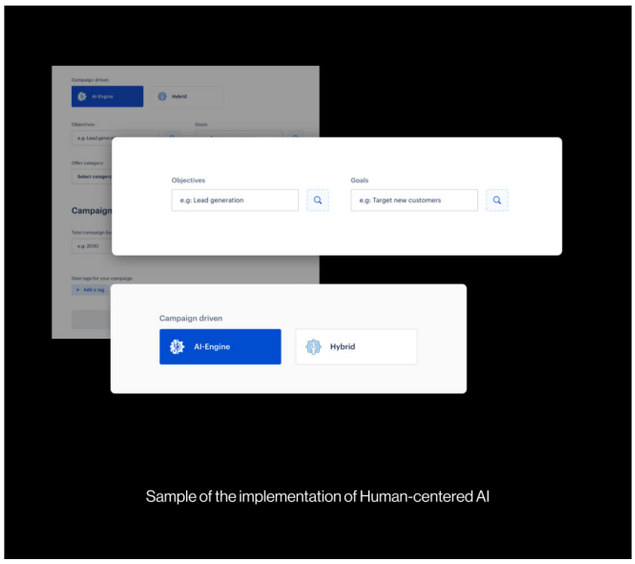
example of feature analysis



Another example from the business side is that we saw a certain gap in the business strategy and product value that needed to be addressed, therefore I proposed features and areas that should be included in the overall strategy and product.

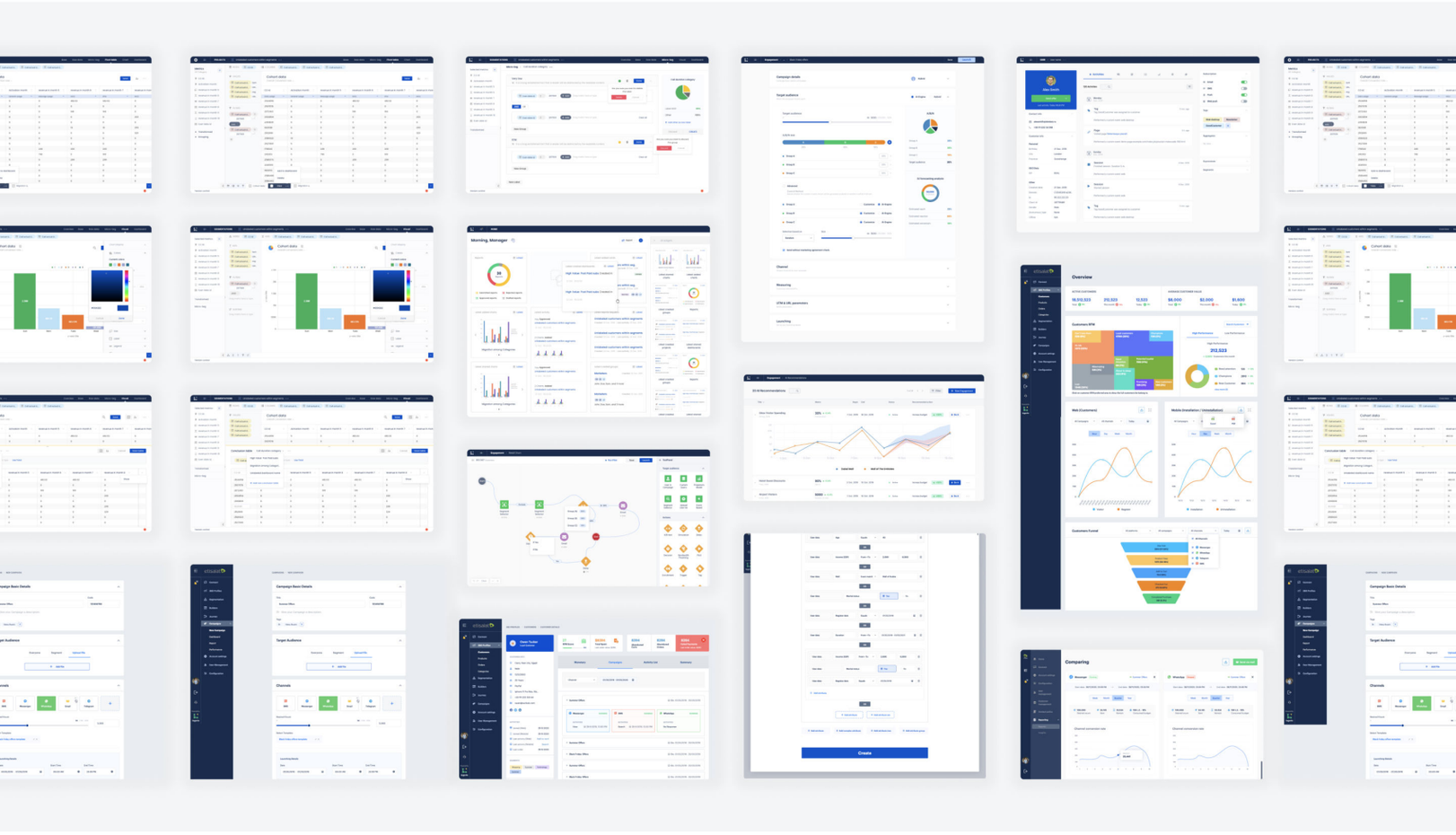


Since its inception, the platform has been expanded many times to be utilized by various enterprises in the MENA area and the flexibility and control of it have earned lagorta positive feedback and trust, as well as translating into commercial value.



Sample of the implementation of Human-centered AI

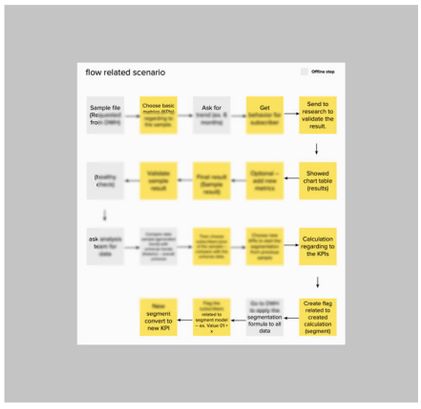
Furthermore, by utilizing UX design activities, I had a chance to integrate three new areas (Human-centered AI, UXEcosystem, and data visualization).



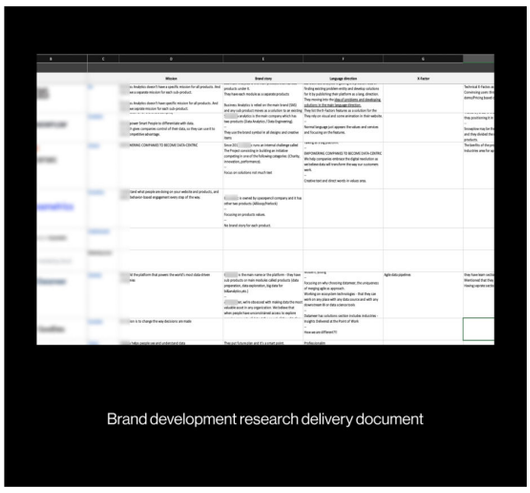
UI design screen shots from different modules

Digrams ana brainstorming

Card sorting activity



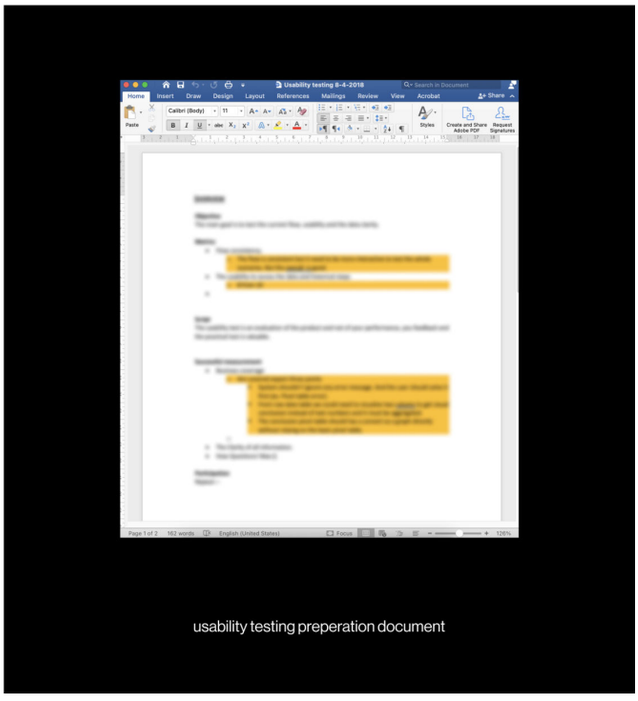
User flow activity



Brand development research delivery document

I believe the design can be applied to solve any problem we face within the brand. starting from this philosophy, I have worked to make competitive brand research from different perspectives which enabled the business owners to understand the competitor's brand value and position.

Usability tests were conducted to identify issues at several phases, such before going to the UI Design and before a single code line was created. Certain problems have been found and set a plan for design iteration. The tests also revealed several gaps in the user flows. It was carried out using a recorded clickable prototype.



usability testing preperation document

I had the honor to take the business team trust of being a part of lagorta team that represented the project in GITEX in Dubai, explaining and clarifying the areas of user experience and product design.

One of the most remarkable artifacts I saw was translating the abstract of UX into tangible deliverables that were easily understood by non-designers, which helped me gain the business owner's trust day after day and provided me with a space to spread the design as a problem-solving approach for each problem we face.

About the project

Lagorta is an AI-driven growth engine that empowers organizations to perform real-time data-driven marketing and external data monetization.

Powered by AI and localized user-centric design, marketers can track customer data and real-time events to create unified 360-degree customer profiles. Marketers can segment, analyze, collaborate to make hyper-personalized marketing decisions and enable external data monetization programs

Client Lagorta LLC

Company desirm

Year 2018 - Present