

Loay Youssef  
29/08/1979, Married, Cairo / Egypt  
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<http://loayyoussef.com>

Linkedin ( *Endorsements / Recommendations* ) : [eg.linkedin.com/in/snowflake/](http://eg.linkedin.com/in/snowflake/)

Portfolio and Projects : <http://coroflot.com/snowflake>

Artwork and Drawing Sketches: <http://loayyoussef.tumblr.com>

Pinterest: <http://pinterest.com/loayyoussef>

Nationality : Egyptian

Military Status: Completed

UI and Flash Designer, HTML & CSS Enthusiast, Internet addict, Artist and Musician...I love Designing stuff, Drawing, Playing Guitars, Digital Art and Reading; I've read lots of studies in project management, modern marketing techniques and marketing cycles, entrepreneur business, communication skills and user experience...

I am searching for a challenging Team Leading position in Advertising Technology, Creative Technical Production, Technical Account Management, Rich Media Campaign Management, Technical Operations, Creative Technical Consultancy and Digital Media Advertising.

### **Skills:**

- *Leadership skills and ability to evaluate business problems and innovate solutions.*
- *Software* : Photoshop, Illustrator, Flash, Captivate, Camtasia Studio, Dreamweaver, Fireworks, Microsoft Office.
- *Spoken Languages* : Arabic, English, French, German
- *Languages / Platforms* :
  - + Hand coded XHTML & CSS (compatible with standards compliant browsers), ActionScript, Javascript, jQuery, Bootstrap, Responsive web design, HTML5, Less CSS, MooTools, Smarty, XML, CMS site based and Blogs, PHP, MySQL.
  - + PC, Mac, Mobile Platforms
- *Excellent communication, interpersonal and business writing skills.*
- *SEO and internet marketing.*
- *Supports day-to-day business operations functions, business system applications and*

*technologies.*

*I also knows about :*

Human Computer Interaction, eCommerce, Wireframing, Travel Search Engines, JavaScript, jQuery, ActionScript 2|3, SEO, Flash Animation, User Experience, User Interface Design, Website Development, Digital Marketing, Advertising Technology, Rich Media online campaigns, HTML5, Mobile Devices, Graphics, Front-end Development, Rich Media, Cross-Browsers Compatibility, Google Analytics, W3C Web Standards, Web 2.0, Adobe Creative Suite, Web Applications, Multimedia, Social Media, Search Engine Submission, Mobile Internet, Smarty, Creative Technical Production, Digital Media Advertising, Technical Account Management, CMS, Graphic Design, Interaction Design, Web Analytics, Social Media Marketing, Blogging, Salesforce, CRM.

### **Interests:**

Reading, Playing Guitars, Drawing, Writing, Computer Games, Music, Internet Blogging.

### **Experience:**

**Adtech Producer @Yahoo!**

*November 2011 – October 2013 (2 years) Cairo, Egypt*

- Deliver global processes that enable technical execution of all display advertising solutions across the Yahoo! EMEA network of sites and partner sites using proprietary advertising building and serving tools.
- Booking, scheduling, uploading creative and launching online and mobile ad campaigns using Yahoo!'s online ad management systems.
- Defining and maintaining advertising specification, establishing best practices and technical Quality Assurance.
- Provide support for the Advertising Operations team on day-to-day ad-related issues and train them on executing common display advertising solutions.
- Identifying and developing Mobile based display advertising.
- Manage the implementation of rich media ad campaigns from a technical operations standpoint, including creative consultation and media placement, defining and maintaining advertising specification, establishing best practices and technical QA.

- Develop a good knowledge of the display advertising markets in the Middle East and rest of EMEA by maintaining operational relationship with internal and external clients.
- Collaborate with cross functional team members to monitor project activities and track progress against the plan. Identify delays, budget or technical quality concerns so they can be proactively addressed.
- Maintain expert knowledge of Yahoo! platform and competitive products to develop and present unique solutions; provide expertise in systems integration and the latest industry trends and technologies.

### UI/UX Designer @Travelfox.com

*August 2009 – October 2011 (2 years 3 months) Alexandria, Egypt*

- Coding website interface using XHTML/CSS, Smarty.
- I worked closely with most known online travel search engines like Kayak, Expedia, Booking, TripAdvisor, Priceline, Momondo, Dohop, Wego, Orbitz
- I was creating Mockups and prototypes to support **A/B** testing and updating new website versions.
- Intermediate between design and development team by creating clean specification documents and guidelines to be used in development process.

### Founder @ EMP Network

September 2007 – 2011 (4 years) Alexandria, Egypt

I was focusing on modern website solutions that are user friendly and easy to update and i have designed many Corporate websites, Personal based websites, also i have worked with small business owners in Egypt, UK, Canada and USA.

- Analyzing and designing website prototypes and wireframes.
- Converting PSD to XHTML/CSS
- Designing Websites.
- Coding interface.
- Internet based marketing and SEO.
- Graphic Design and Printing.
- Designing corporate identity and identifying interface guidelines.

### Senior Web Designer @ IT Vision

October 2007 – October 2008 (1 year) Alexandria, Egypt

- Web Design Team Leading.
- Designing websites.
- Assist in the design and building of new website mockups.

### UI and Flash Designer, SEO Expert and Project Manager @ Team Solution

September 2006 – April 2008 (2 years 8 months) Alexandria, Egypt

- Project management.
- Flash Designer.
- Designing Websites.
- Coding and Slicing websites.
- Designing Flash presentations.
- Managing SEO campaigns.
- Aiding sales by communicating directly with clients, agencies to understand requirements and create prototypes.

### Flash Designer, ActionScript Developer @ LRN2B Academy

2005 – 2006 (1 year) Alexandria, Egypt

- Multimedia CD Flash Design.
- ActionScript 2.0 Development
- Recording voice over (French)
- Sound Editing

### **Honors & Awards:**

#### *Egypt web awards*

January 2007

Awarded for designing both "Mohamed Fouad"[singer] and "Moustafa Amar"[singer] websites.

<http://www.egyptwebawards.org/winner07.shtml>

## **Courses:**

Arab Academy For Science, Technology and Maritime Transport  
*Computer Science Diploma* (Unfinished)

## **Education:**

*Lycée La Liberté d'Alexandrie*

### **School**

1983 – 1996

*Alexandria University*

BS, Political science

1996 – 2001