

SAIF ELMAGHRABY

Phone: +1 (613) 929-9471
14sel2@gmail.com

Oakville, Ontario
Canada

ABOUT ME

As an accomplished professional, I specialize in aligning digital solutions with faculty business needs, consistently delivering optimized results without compromising quality or functionality. I have played a pivotal role in building and leading a dedicated team at Humber College responsible for creating online learning modules and deliverables, overseeing recruitment, training, and the production of high-quality educational content. With expertise in design systems, user research, AODA accessibility compliance, data analysis, and project management, I leverage tools like Articulate 360 and Adobe Creative Suite to develop engaging, interactive, and visually compelling content.

My proven ability to foster collaboration, spur digital innovation, and drive successful outcomes ensures impactful results across digital design and online education initiatives.

EDUCATION

BSc	Queen's University, Biology	May 2018
GD	Humber College, User Experience Design	May 2020
GC	Product School, Product Management	Dec 2024

GUEST LECTURES

UX Design Explained 2021
During a conference, I delivered a presentation to the staff of Queen's University, focusing on leveraging design thinking as an innovative approach to problem-solving.

Crafting Targeted Online Communication 2023
I delivered a lecture on strategies for creating personalized digital content tailored to specific audiences, focusing on understanding audience demographics, preferences, and behaviors to craft engaging messages across platforms.

User Experience Design in the Online Learning Space 2024
I delivered a lecture on user experience design in online learning, focusing on creating personalized content by understanding learner demographics and preferences to enhance engagement and improve educational outcomes.

PROFESSIONAL TRAINING

Drone Pilot License, Government of Ontario, 2021

The Complete 2024 Web Development Bootcamp, Udemy, 2024

WORK EXPERIENCE

My expertise combines education and UX design, focusing on creating impactful tools and content that engage users. I'm passionate about designing interactive experiences that make complex information accessible. By merging creativity with data-driven insights, I shape digital strategies that enhance engagement and support institutional growth.

Lead, Digital Experience and Innovation Humber College, Toronto

Feb 2023 to Present

- Through understanding industry trends, learner needs, and emerging technologies, I identify opportunities for digital growth that is aligned with Humber's strategic goals.
- I lead weekly meetings to oversee process maintenance and improvements, evaluate project progress, and track timelines.
- I oversee the day-to-day operational activities of a team of designers and developers that work with Articulate 360 programs and the Adobe Creative Suite.

Education & UX Designer

May 2021 to Present

Queen's University, Kingston

- I design engaging and impactful digital learning experiences using Articulate 360, tailored to meet the needs of users and learners.
- I create interactive and visually compelling teaching tools that enhance engagement and improve learning outcomes.
- I combine intuitive design with innovative technology to make educational content more accessible and effective.

Multimedia Producer

June 2019 to May 2021

Queen's University, Kingston

- Supported the Web and Digital Lead by designing websites, creating digital content, and providing event photography/videography.
- Trained department editors on the editorial platform and guided them in maintaining websites using best UX practices.

Digital Designer

May 2018 to June 2019

Queen's University, Kingston

- Gained hands-on experience in design systems, user research, AODA accessibility compliance, and website design within a higher education setting

Multimedia Producer/Drone Pilot

May 2019 to May 2022

Queen's University, Kingston

- Enhanced videography skills by specializing in drone videography, including both shooting and editing footage.

Digital Content Creator

Nov 2018 to May 2019

Humber College, Toronto

- Enhanced videography, video editing, and photography skills, becoming a more effective digital storyteller.

Digital Communications Assistant

Dec 2014 to May 2018

Queen's University, Kingston

- I supported the Director of Marketing and Communications at Queen's University by developing digital communications and coordinating email campaigns to inform faculty and staff about upcoming events.

TECHNICAL SKILLS

From graphic design and videography to web development and data analysis, I leverage my technical abilities to enhance user engagement and drive successful outcomes. Below are some examples of tools that I have used and regularly use:

- **Expert in Articulate 360** for designing interactive digital learning experiences.
- **Skilled in Adobe Creative Suite** (Photoshop, Illustrator, Premiere Pro, Xd, After Effects) for graphic design, video editing, and content creation.
- **Experienced in web design and development**, focusing on user-centered design and accessibility compliance (AODA).
- **Proficient in Figma** for designing user interfaces, prototyping, and collaborating on design projects in real-time.
- **Knowledgeable in data analysis and reporting tools** for evaluating project outcomes and user engagement.
- **Familiar with HTML/CSS** for basic web development and content management systems.
- **Competent in drone videography**, including shooting and editing high-quality footage.
- **Basic understanding of JavaScript** for enhancing web interactivity and user experience.
- **Knowledge of search engine optimization (SEO)** best practices to improve website visibility and engagement.
- **Familiar with learning management systems (LMS)** such as D2L, Reach360, and Blackboard for course design and administration.
- **Expert in Microsoft Office Suite** (Word, Excel, PowerPoint) for documentation, data management, and presentations.
- **Experienced in using collaboration tools** such as Trello, Slack, and Microsoft Teams to facilitate team communication and project management.

LANGUAGES

English: Native Language - Advanced Reading, Writing, and Speaking.

Arabic: Native Language - Advanced Reading, Intermediate Speaking, and Novice Writer.

OTHER

I'm a passionate lifelong learner, driven by curiosity and a commitment to embracing challenges. I take pride in my ability to grow continuously, both professionally and personally, always seeking opportunities to expand my knowledge and skills. Whether it's taking on a new project at work or pursuing personal development, I thrive on the process of improvement and self-discovery. I don't see weaknesses, only strengths that can be viewed from a different perspective. As a team player, I enjoy collaborating and learning from my colleagues. I'm proud to have cultivated a team culture where people feel supported, trusted, and genuinely connected.

Outside of work, I unwind by indulging in my love for coffee and staying active through soccer, which keeps me energized and balanced.

REFERENCES

Michael Ferguson

Associate Director, Web & Digital Strategy
Faculty of Health Sciences, Queen's University
Phone: (613) 539-5419
Email: mf123@queensu.ca

Sonali Sheth

Manger, Course Production and Implementation
Office of Professional Education, Queen's University
Email: mss16@queensu.ca

Jennifer Valberg

Director, Marketing and Communications
Faculty of Health Sciences, Queen's University
Phone: (613) 533-6000
Email: jdv@queensu.ca

William Horton

Manager, Educational Support and Digital Innovations
Faculty of Health Sciences & Wellness, Humber College
Email: William.horton@humber.ca