Youssef Eleshy | Product Designer

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EXPERIENCE

Trella | Feb 2021 – Present

Product Designer II

- Collaborated with designers & engineers to build the mobile & web design system

Value Added Services Squad

- **Trella Store:** Led the end-to-end design and development of a Webflow-based trucking supplies e-commerce platform, **generating $6M in revenue within the first year**
- **Rewards Program:** Championed and executed the driver rewards program, overseeing the entire project lifecycle from ideation to launch

Money Cycle Squad

- Led the discovery & design for T-Fast: A major feature that allows customers to instantly cash-out, **increasing the company's take rate by 5%** and **generating $100K in revenue** during the experiment phase
- Revamped the internal payment processing tool's experience to improve **the customer payment satisfaction score by 35%**, **reduce internal touch-points per payment by 15%** and **reach 98% on-time payments**
- Revamped the invoice creation experience to **enhance the overall cash conversion cycle by 8%** and **save internal teams 37 hours per month**
- Built the internal payments collection platform to enhance internal efficiency

Load Cycle Squad

- Facilitated cross-functional workshops with subject matter experts to identify manual touch-points throughout the load cycle and how they could be automated
- Designed the internal Load Management Tool to support teams by providing end-to-end visibility, highlighting disruptions and reducing manual touch-points.

Mentors Integrated Solutions | Oct 2019 – Oct 2020

User Interface Designer

- Designed a client's internal app where retail sales reps could process customer orders
- Designed a mobile app where parents could track their children's commutes to school

Software Developer

- Participated in the design, development and testing of open source ERP systems

Juventus Football Club | Oct 2018 – Oct 2020

Graphic Designer

- Created localized graphics for the club's Arabic social media channels

KingFut.com | May 2014 – Oct 2020

Lead Graphic Designer

- Worked with the social media team to create various forms of sports-related visual content

EDUCATION

University of West of England

Bristol, United Kingdom | Sept 2016 – May 2019

BSc (Hons.) Computer Science

SKILLS

Design

Interaction Design	Visual Design
Design Systems	User Research
Usability Testing	Accessibility
Prototyping	Facilitating Workshops

Development

HTML/CSS	Python
Javascript	Java

OTHER EXPERIENCE

- Volunteered (AIESEC) for 6 weeks with the Feel Lanka project in Sri Lanka to boost the country's tourism
- Facilitated beginner coding sessions as a member of the university's Coding Club
- Languages: Arabic – English (Bilingual)