Abdelrahman Dahy

Mid-Senior Web Designer

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Self-employed Web designer with 2+ years of experience working remotely handling full end-to-end web projects—from UI UX Design to development to SEO and Google ads. I have delivered full marketing funnels including a website across niches like e-commerce, medical clinics, and marketing agencies. I'm currently seeking a full-time remote web design job.

Work Experience

Ecommerce Web Designer & Shopify Front-end Developer

JAN 2024 - PRESENT

- Designed high-end ecommerce websites and developed them with uncommon templating language "Shopify Liquid" so that brands can have high-end websites while having the Shopify dashboard & CMS to manage their website with ease. I used AI tools like ChatGPT to help me with the development
- Revamped **10+** ecommerce stores boosting their Conversion rates, like Whiteelk store that went from **1.4%** to **2.9%**
- Designed websites focusing on remarkable customer experiences beyond just conversion where the average **time spent on-site increases by 43%.**

Digital Marketer & Web solutions specialist

FEB 2023 - JAN 2024

- Provided full marketing solutions centered around websites, including SEO, Google Ads, and social media management.
- Designed and optimized lead-generation websites for medical clinics, such as Fohosat Medical Lab, generating **+100 leads per month**.
- Built conversion-focused sales funnels for **5 marketing agencies**, integrating strong branding with high-performance web design to maximize client acquisition.

Projects

A brief about some projects I've worked on before. For in-depth case studies, kindly visit www.dahy.design/#showreel

Zein Brand Website

Completion: FEB 2025

Designed and developed a high-performance website for a brand in its early stage, working with limited branding assets. Conducted a competitive analysis to define a unique design direction for the brand's rare aesthetic. Followed a user-centric design process, incorporating animation-intensive visuals as per the client's request. Developed the website using Shopify Liquid, HTML, CSS, and JavaScript. I used this tech stack to allow the owner to manage the website himself through Shopify compact dashboard & CMS. After launch, the website achieved a **load speed of under 1s**, optimizing both user experience and conversion rates.

Whiteelk Brand Website

Completion: OCT 2024

Revamped a fashion brand's website to introduce new features on top of the key e-commerce features, features like a loyalty program and a playlist for the music done by the brand's community. I designed a website that had smooth, premium-feel navigation that resulted in a **2x increase in conversion rates**.

Ecomup Agency Website

Completion: JAN 2024

Crafted a comprehensive online presence for an e-commerce web design agency. Spearheaded branding, user experience (UX) design, copywriting, user interface (UI) design, logo design, and full-stack development. Delivered aesthetic high performing website, resulting in **100+ meetings booked** within the first **3 months** post-launch.

Fohosat Lab website

Completion: SEP 2023

Designed and developed a high-converting website for a medical lab, serving as the lower-middle funnel of a full marketing funnel that I built in team consisted of me and a social media manager. The website a great impact on the marketing funnel which yielded a **420% ROI** for the lab

Smilemakers Clinic Website

Completion: MAY 2023

Designed and developed appointment setting website for a dental clinic that was a part of a full marketing strategy that I built and implemented myself. I delivered other services like script writing, video editing, motion graphics, social media management, and media buying. All the services combined **increased the retention rate by about 30%**.

Skills

Most of my skills are self-taught. I'm proficient in conducting user research, user interviews, case study data analysis, crafting in-depth reports, adeptly receiving feedback and handling critique, working in an Agile environment, collaborating online, and excelling in both team and independent settings. Possesses keen attention to detail and a refined sense of visual design taste.

Tools

Design

Figma, Miro, blender, Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe After Effects)

Development

HTML, CSS, JS, React.js, Shopify liquid templating language, webflow, framer

Collaboration

Notion, Hubspot, Slack, Microsoft Excel, Microsoft PowerPoint

Education

Ain Shams University (ASU)

Egypt
AUG 2021 - PRESENT

Bachelor's Degree in Electrical Engineering and Computer Science (EECS).