

Amir Otaifa

Swedish designer in San Francisco.



About me

I am a personable, detail-orientated digital designer with a track record of turning concepts into reality. With a design education from Sweden and San Francisco, I have worked in collaborative teams for some of the largest brands in the world, including Samsung, IKEA and Volvo.

My technical skillset includes visual design, user experience and motion graphics, combined with strong communication abilities. I often work in cross-functional teams with the goal of distilling highly complex issues into clean, user-centric solutions.

I've worked closely with senior leaders in product and marketing divisions to define, create and evolve designs that support the company's strategic vision. Success in these projects required close attention to color use and typography, consistency, and a good eye for aesthetic details.

Portfolio:

Check out my portfolio to see some of my work: [Amota.se](https://amota.se)

Experience

2021 - Present

Samsung | Product Designer

Currently an integral member of a small team focusing on improving Samsung Nordic's website. Design simple and intuitive flows and experiences, based on user-centric design principles, for new and existing products.

2019 - 2021

DigitalRoute | Digital Designer

Leading the end-to-end wireframing and prototyping of user interfaces to solve complex design problems within the Product team. Creating design elements and branding assets for the company's Marketing team.

2018 - Present

Motion Brothers | Founder

Founded this agency with my brother to produce digital designs, commercial videos, social media content and websites for companies in Sweden.

2016 - 2018

Benify | Graphic Designer

Benify's platform helps companies create benefits and rewards experiences for their employees. I worked with established brands to understand their needs then design the platform to meet their aesthetic and functional requirements.

Education

2018 - 2021

Academy of Art, San Francisco, California.

Bachelor of Fine Arts, Interaction & UI/UX Design

2016 - 2018

Berghs, Stockholm, Sweden

Art Direction and Strategic Communication