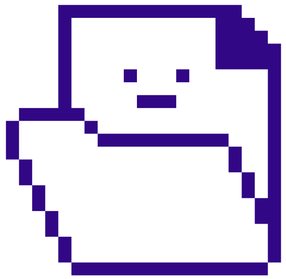


HALA YOUNES



Interaction Designer

Portfolio Game UI/UX

HALA YOUNES



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MEET ME

I'm Hala Younis, UI/UX designer with a rich background in the tech industry and 7 years or work experience.

I graduated the **German University in Cairo (GUC) in 2019** Specialized in graphic design and made a pre-master's in interaction design **where I built my base as a joker/jack of all trades**

Over the past **7 years of experience** , I've built my skills and expertise while working within **the dynamic environment of startups.** I have also **embarked on various freelance projects**, allowing me to explore diverse industries such as **ed tech, veterinary and medical services, as well as housing solutions.**

Currently I am in an amazing **Interaction design Master's program** in the **Rhine-Waal University of Applied and currently based in Germany**



TIME-LINE

O'Projects

2018
Training

At O Projects, I focused on UI/UX design for social media campaigns, and web-designs for several accounts, ensuring a seamless user experience.

2018
Training

part of the AROOH AR experimental project, I worked on gamifying the advertising experience by designing the project's visual identity, game cards, and website. My focus was on creating an engaging and immersive experience through innovative design solutions.

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TIME-LINE

ORCAS

2019-2024
Full-Time

Orcas is an Egyptian EdTech platform that connects students (from preschool through university) with tutors. It runs across two separate apps: one for students to find and book tutors, and one for tutors to manage their availability, earnings, and communication with parents. In January 2024, Orcas was acquired by Baim, a Kuwaiti EdTech company.

The core challenge in Orcas' design was trust. Parents were making decisions about their children's education, and every interface decision had to communicate reliability and safety. My main focus was the tutor-facing app, but I also led the design system work that served both products. Working there gave me real exposure to the full lifecycle brand, marketing, onboarding, core features, and the systems that tie it all together. It was startup-paced, which meant wearing many hats and making decisions quickly. That environment shaped how I think about design.

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TIME-LINE

PHANTASM STUDIO

2014-2026
Full-Time

Phantasm Studio is an **indie game and digital product studio working between Cairo and Ireland.** Their output ranges from educational games to entertainment products, with clients including **Sparkasse Bank and Dubai Media.** Joining as a full-time hybrid designer, **I quickly learned that game design asks different questions than product design.**

Player experience, interaction flow, and the emotional texture of an interface matter in every aspect of producing a well-designed game. It pushed me to be more intentional about every design decision and what it feels like to interact with, not just how it functions.

HALA YOUNES



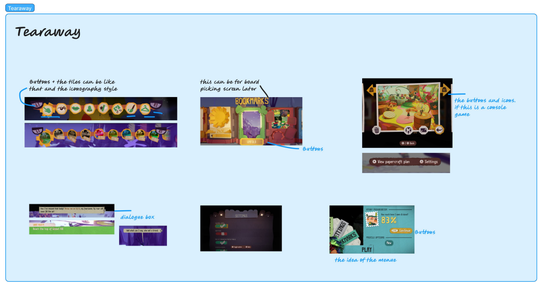
01 — About me

☞ 03 — Jawalat El Horouf (game design)





Jawalat El Horouf transforms a board game into a digital multiplayer experience. Players navigate a shared board, roll dice, make choices, face traps and shops, earn coins, and compete in mini-games.



In the initial design phase, I gathered references from games like Paper Mario and Yoshi's Crafted World to see how crafted materials could integrate into the interface without feeling too childish or literal.

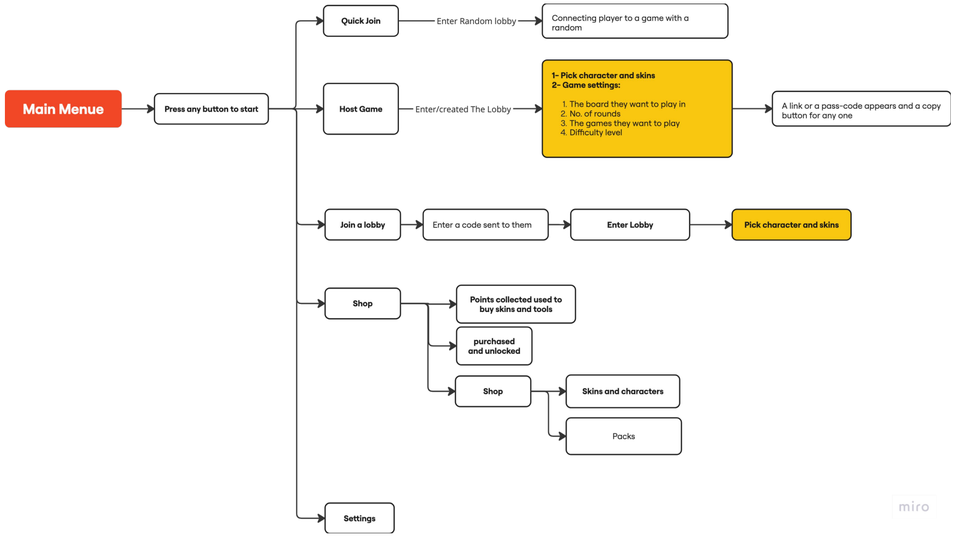
Game Design

00 –Jawalat El Horouf

During my work on Jawalat El Horouf, I contributed to the UI/UX design of a licensed Arabic party game inspired by board-game and mini-game experiences such as Mario Party, Pummel Party, and Crash Bash.



The game draws inspiration from the Arabic show **Elmofatesh Faseeh**, a well-known production by Dubai Media. It showcases a rivalry between **Faseeh**, the Arabic teacher, and his adversary **Haysoofa**, the eccentric witch with a disdain for language.





06 — Board Game HUD









The design Outcome

Items + HUD



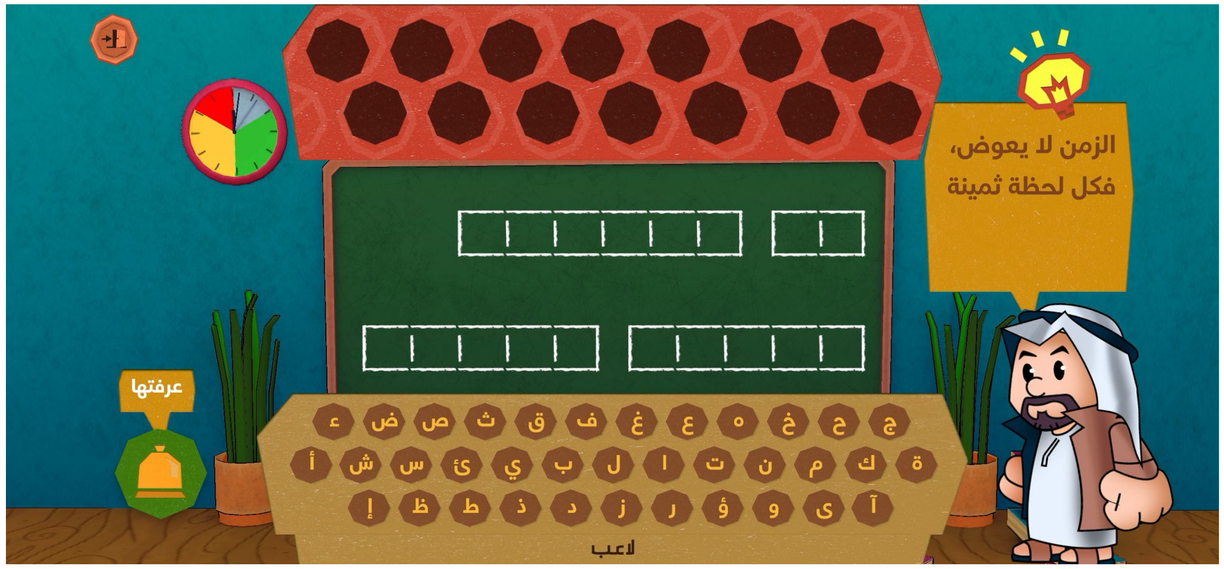
Dialogues



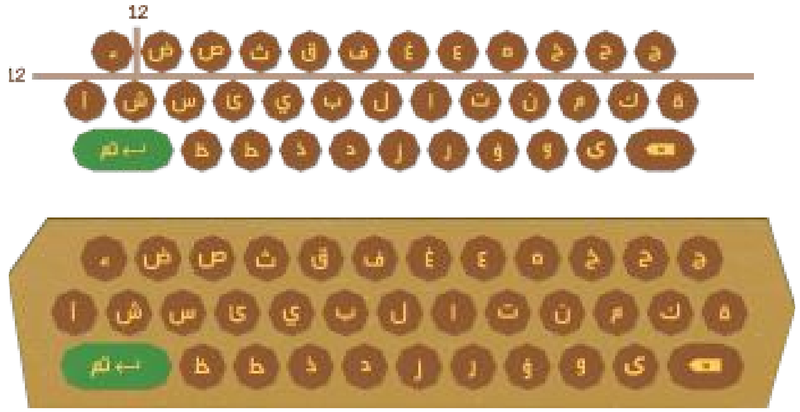
MINIGAMES

These are the games where players earn points to purchase items in the board game, and this is where all the educational fun takes place.

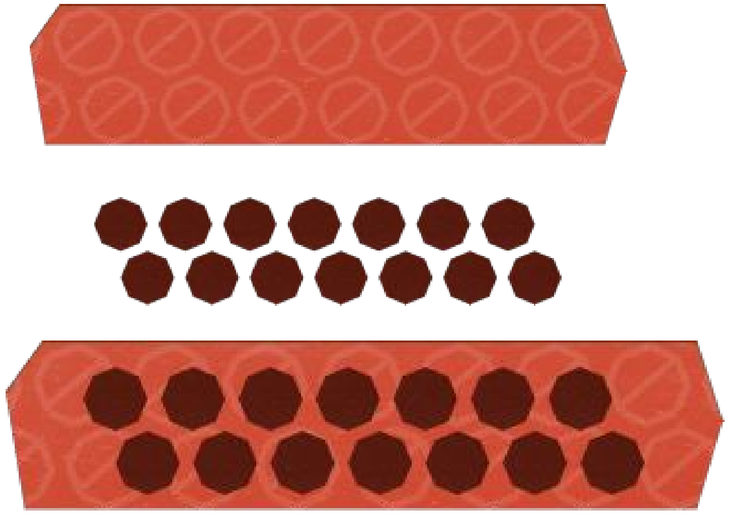
Games like Hangman, letter recognition, writing words quickly, and finally, collecting letters in a hockey-themed setup.



Some of the assets



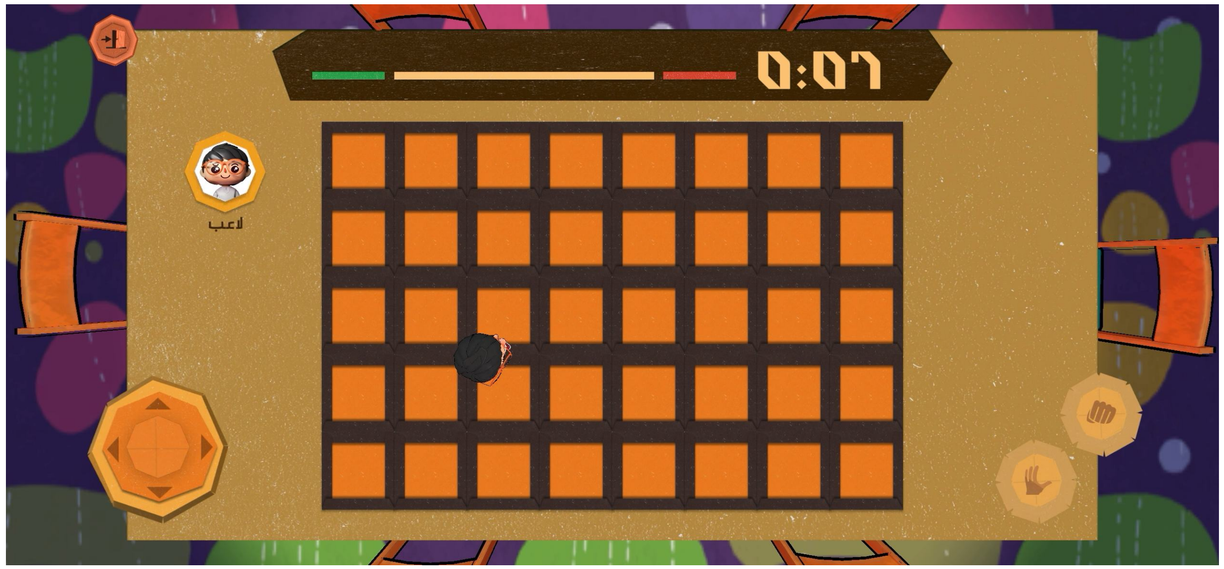


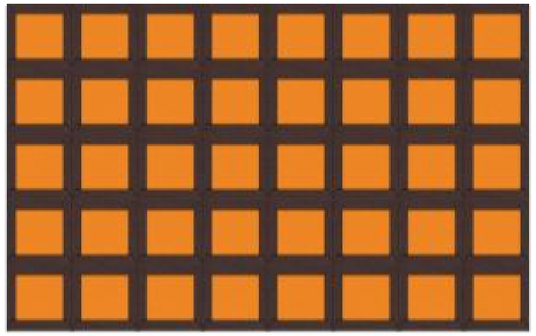


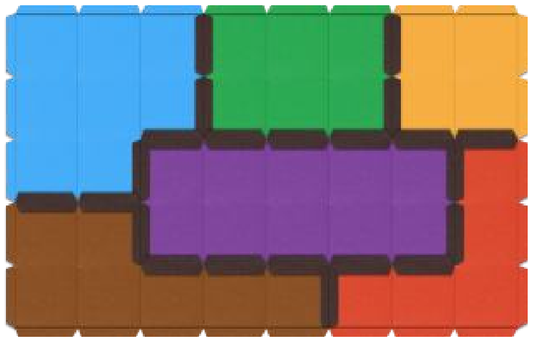
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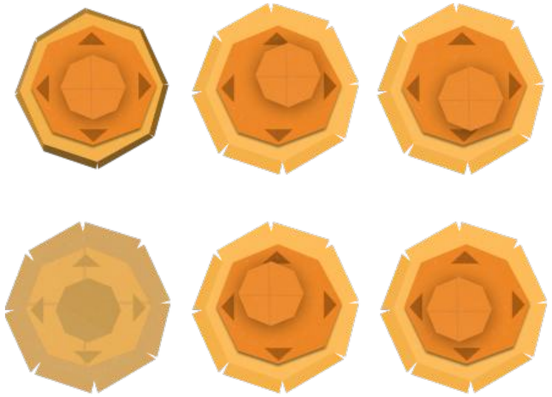








buttons



MINIGAMES

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Brand Identity and Social Media

The project scope needed me to design the whole game identity, for both the UI/UX and branding guide (how to use it including in social media campaigns)

00 — Social Media

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HALA YOUNES



01 — About me

03 — Jawalat El Horouf (game design)

☞ 04 — The Savings Game



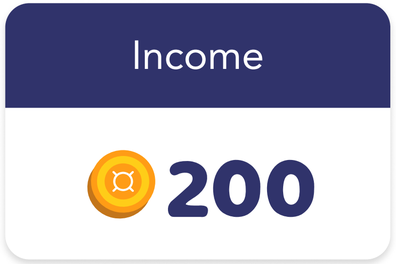
Game Design

00 –The Savings Game

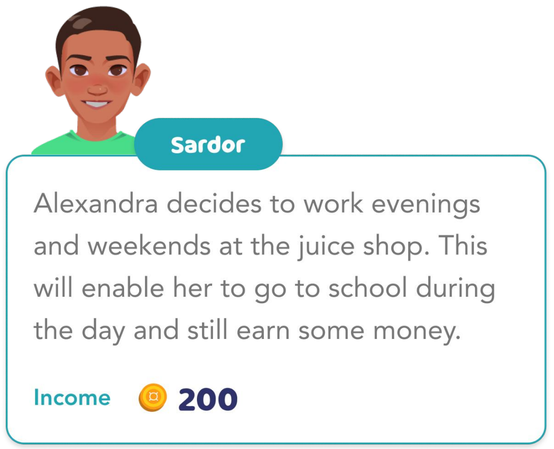
The Savings Game is a financial literacy game developed with the German Sparkassenstiftung. Players explore financial decisions through everyday situations involving budgeting, saving, borrowing, and investing.
I joined during a revamp of the existing game.

My work included adapting the interface from portrait to landscape, redesigning key screens, and developing new experiences for shopping, investments, skill progression, and in-game decisions. I also illustrated selected shopping items.

The design challenge
Moving to landscape meant rethinking how information and interactions were arranged across the screen. I worked within the game's existing visual identity while creating layouts that could accommodate its expanding features.







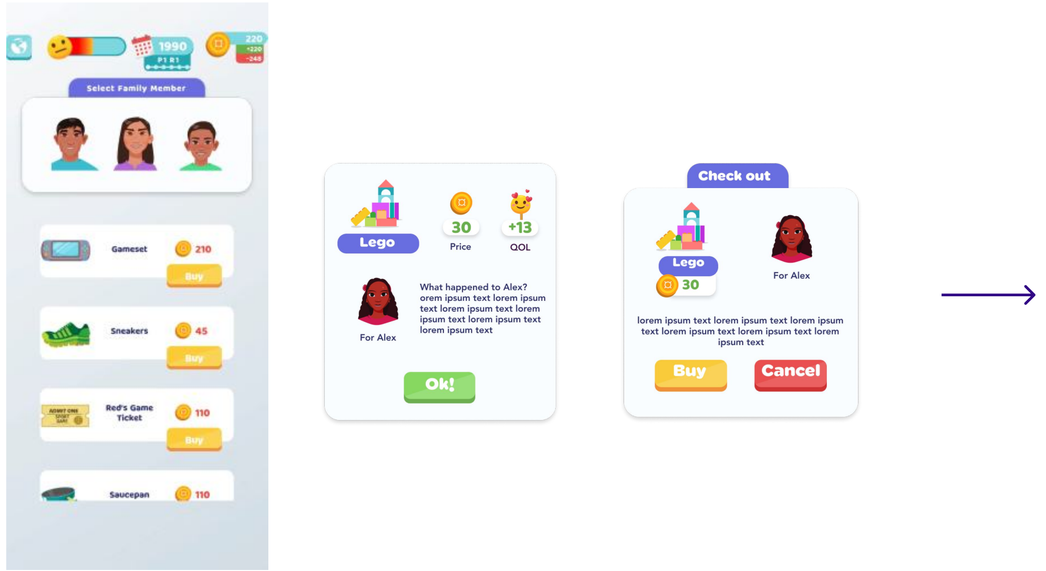


BANK SHOP REVAMP

I redesigned the shopping centre to bring item browsing, product details, and purchasing into a clearer flow. The landscape layout gave me room to display the available items alongside the information players needed to make a purchase.

I also illustrated selected items, keeping them consistent with the game's visual style.

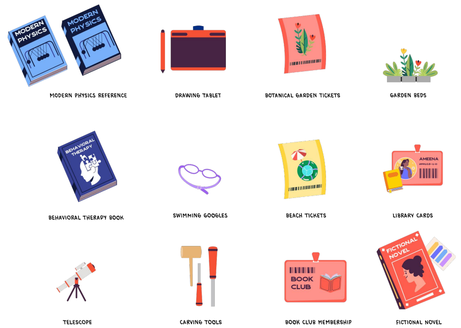
Old UI



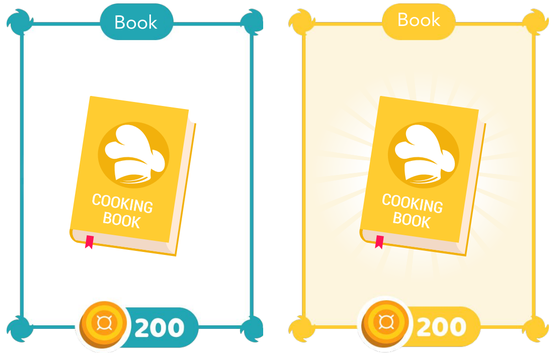
Screen UI



Items



Shop Cards

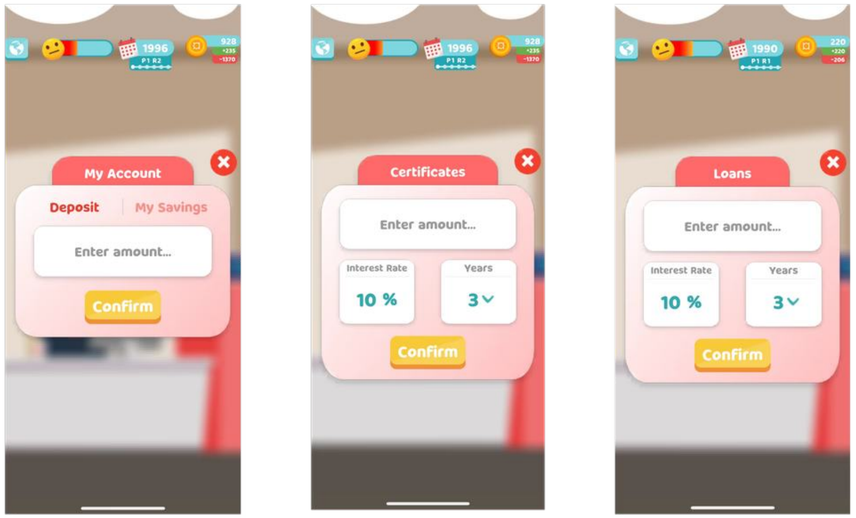


BANK FEATURE REVAMP

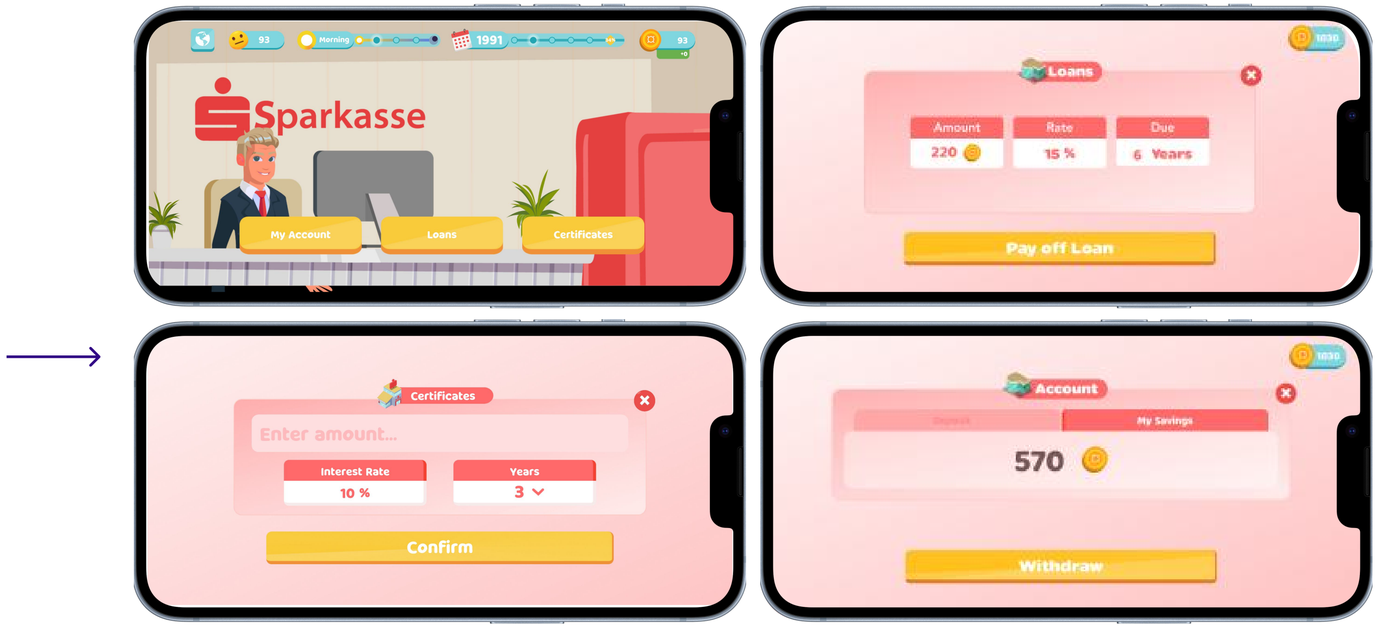
The banking interface turns borrowing into an interactive decision. Players can adjust percentages and customise loan options, exploring the available choices through the interface.

I reorganised the controls and financial information to make the relationship between player inputs and loan details easier to follow.

Old UI



New UI



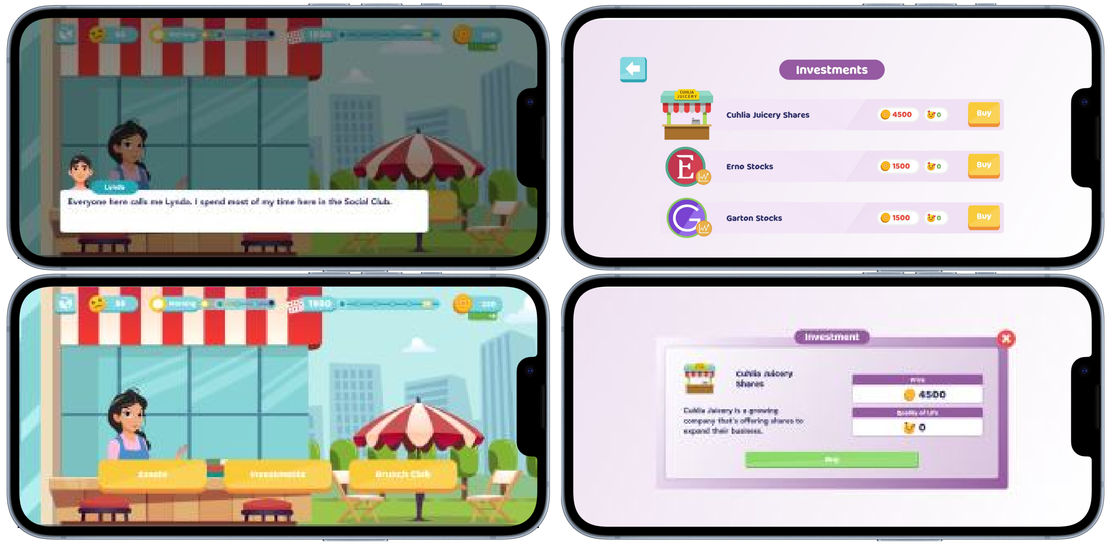
INTRODUCING INVESTMENT

I designed the interface for a new investment feature, expanding the financial decisions players could explore within the game.

The focus was on presenting investment choices in an approachable format and keeping the interaction consistent with the shopping and banking experiences.







SENSE OF TIME

The game's morning, midday, and nighttime scenes provide a visual sense of time passing. Changes in lighting and atmosphere distinguish these stages and bring variety to the environment as the experience progresses.

MORNING



MIDDAY



NIGHT TIME



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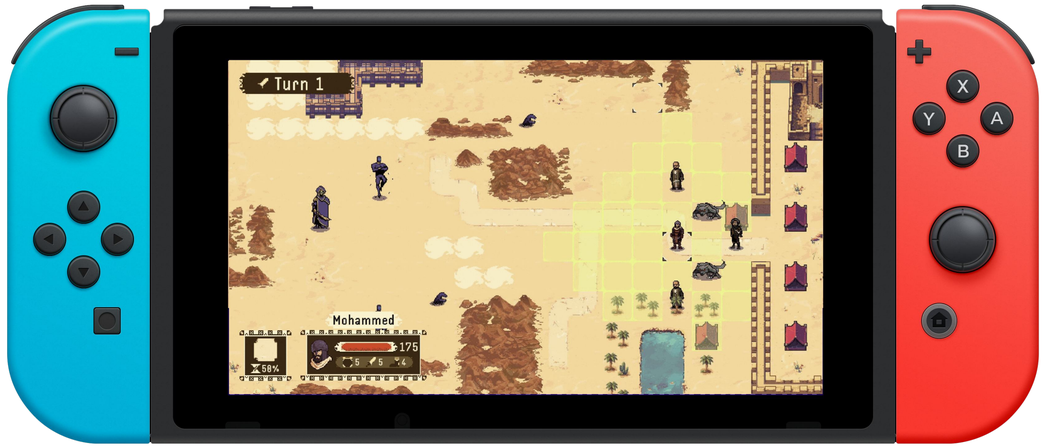
Game Design

00 —Secrets Of The Mountains

Secrets Of The Mountains is an in-house fantasy game inspired by the Saudi fantasy series Ard El Jebal. Players journey to unite seven tribes into an alliance and build an army against Azazeel. The experience combines two interconnected modules: tactical combat and colony management.

I worked on the battle module's UI and most of the colony management interface, developing the visual direction, wireframes, and high-fidelity designs. Working closely with illustrators and animators, I focused on keeping the interface consistent with the game's pixel art world.

Combat Module



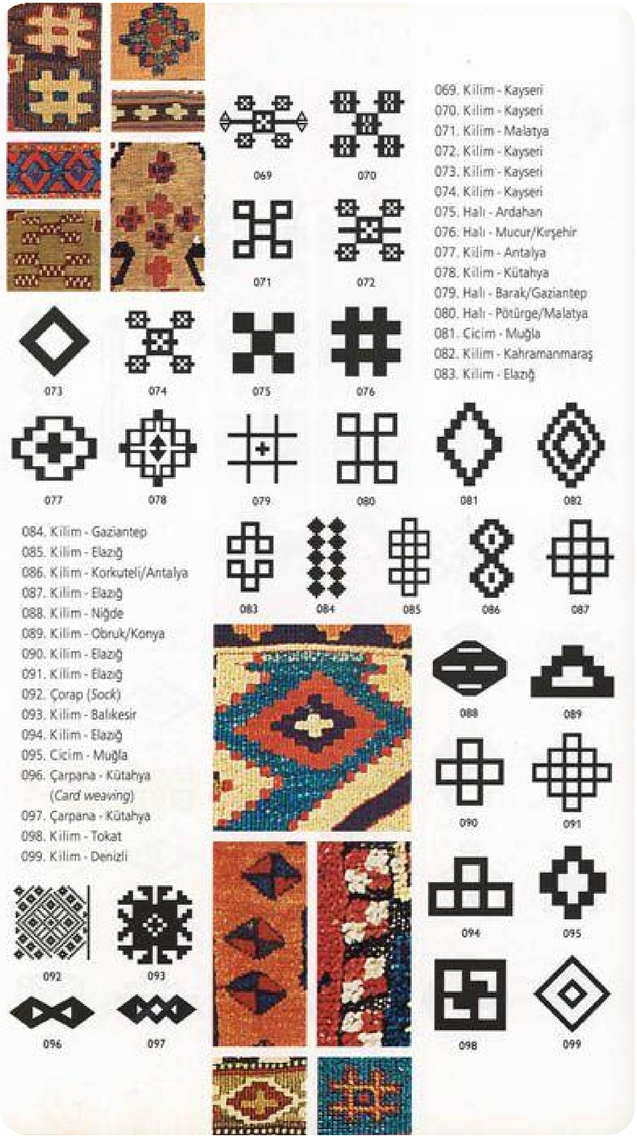


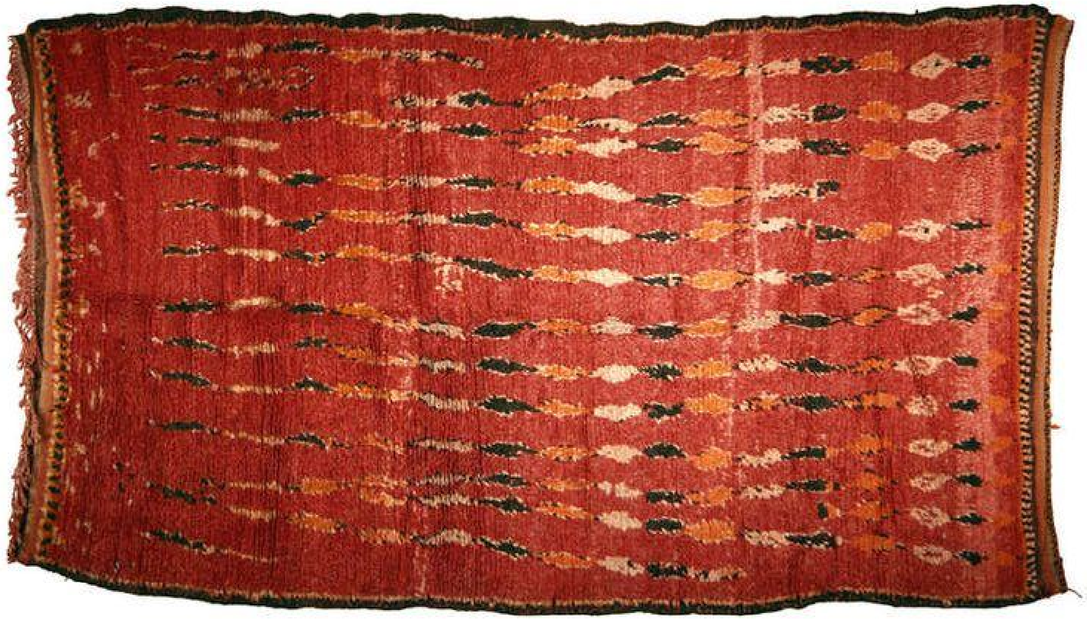
The combat interface brings together turn information, character status, and health indicators.

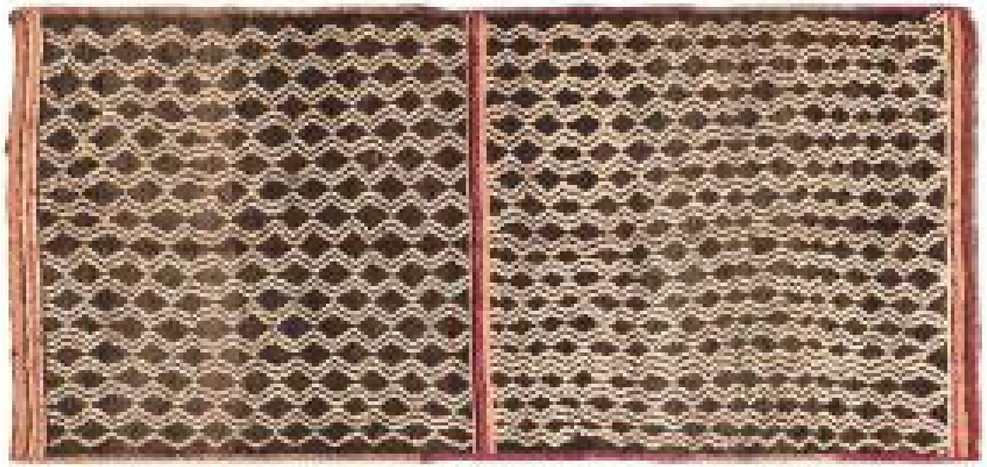
My focus was on making essential information easy to read while keeping the battlefield and characters at the centre of the experience.

INSPIRATIONS AND IDENTITY DESIGN

I explored Arabic and Moroccan visual references to give the interface a culturally grounded, mystical character. Kilim textiles became a key reference for their geometric patterns and colour combinations. I collected these references in a moodboard to guide the palette, decorative details, and overall tone before moving into wireframes and high-fidelity screens.



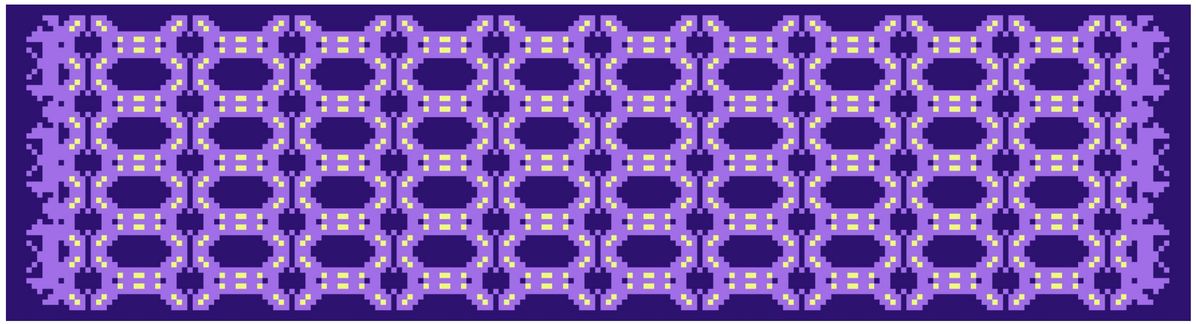


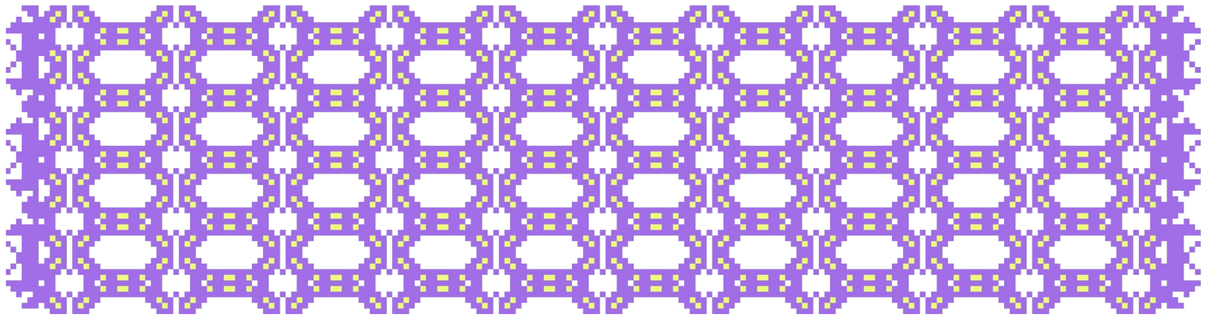


PATTERN DEESIGN

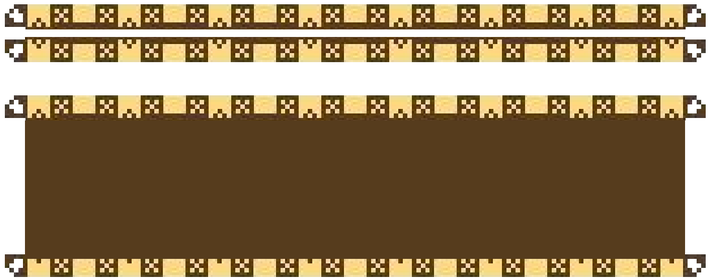
I simplified the textile references into pixel patterns that could work within small interface elements. The challenge was to retain their visual character while keeping borders, icons, and frames readable at the game's scale.

I also designed scroll-style menu assets intended for opening animations, coordinating pixel proportions with the illustration and animation team.





Scroll design for menus to be opened with animations



Icon Design



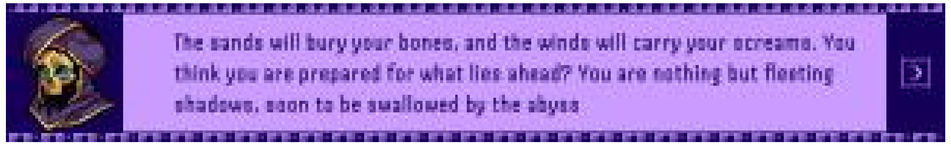
Icon Frames



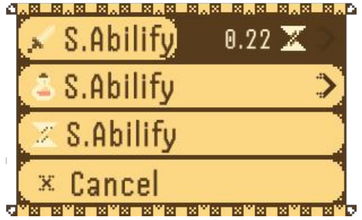
MENU DESIGN

I carried the visual direction into dialogue boxes, settings, the codex, and the health HUD. Decorative frames and scroll-inspired surfaces connect these elements to the game world, while consistent layouts give players a familiar structure as they move between reading, navigation, and gameplay.

Dialogue box



In-game dialogue



HP HUD



Codex window



Settings Window



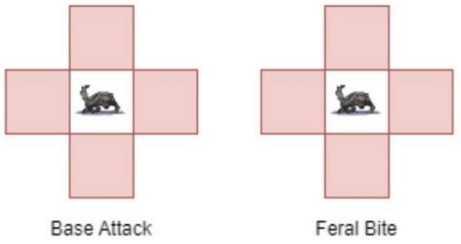
CHARACTER DESIGN

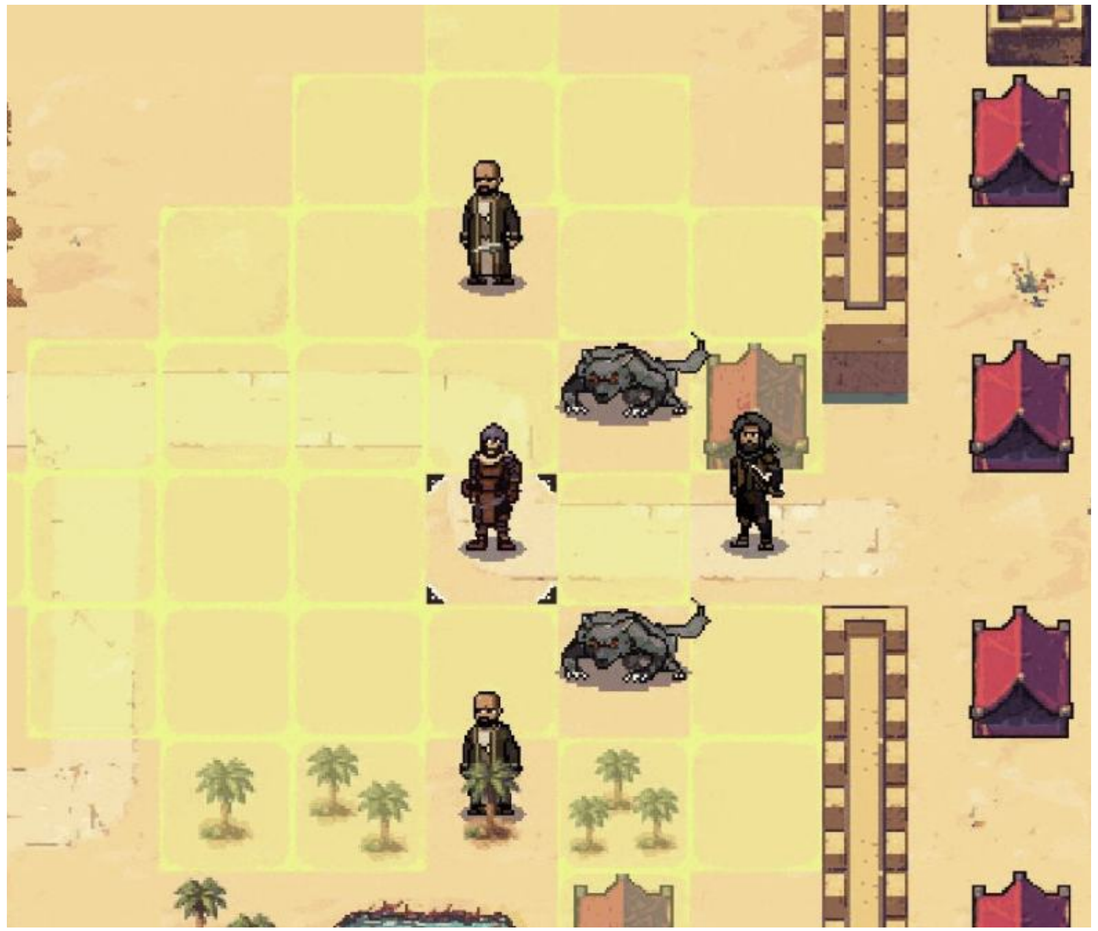
Inspired by the game's lore and the myth that wolves can sense jinn, I proposed a wolf character and developed its combat abilities.

I designed its active skill, Hunter's Howl, to reveal nearby jinn, and its passive ability, Thrill of the Hunt, to weaken surrounding enemies through fear.

Defining ranges, durations, and immunities introduced me to character balancing making abilities meaningful within the wider combat system.







COLONY SIM UI *(still in progress)*

The colony module expanded the interface from individual combat decisions to settlement management. I worked on menus and helper icons for roles such as hunters and blacksmiths, extending the same pixel art language across the colony's systems.

Most of this UI was designed before the project was paused to prioritise another studio project.

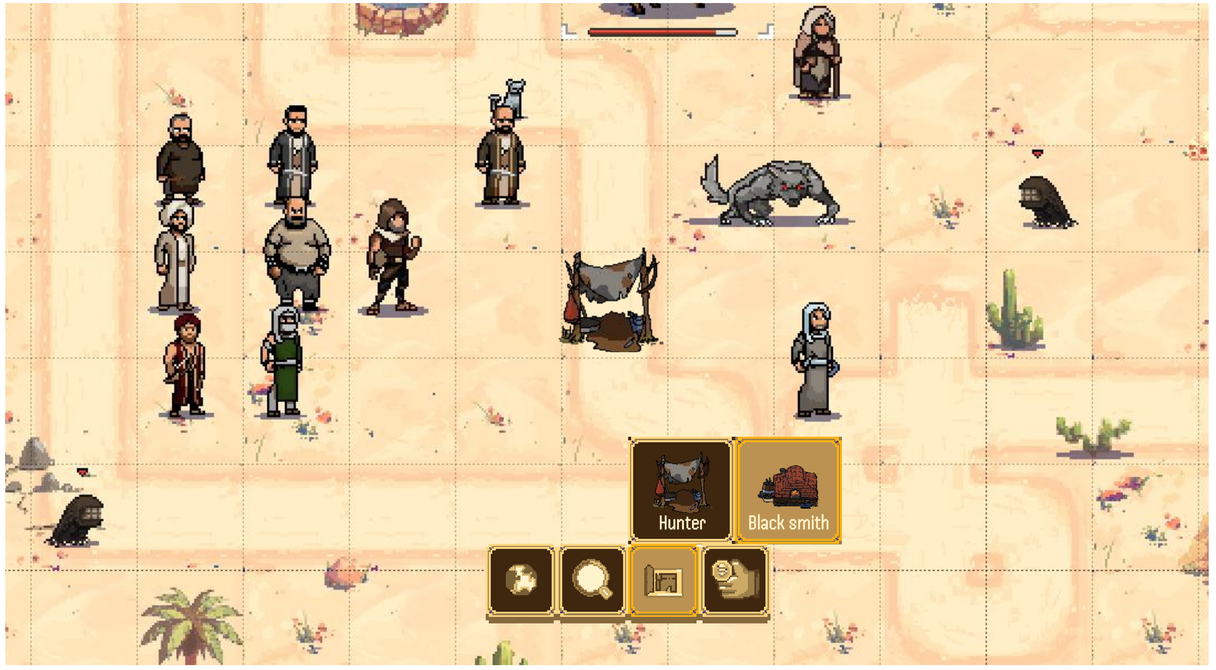
Helper Icons



Helper Icons



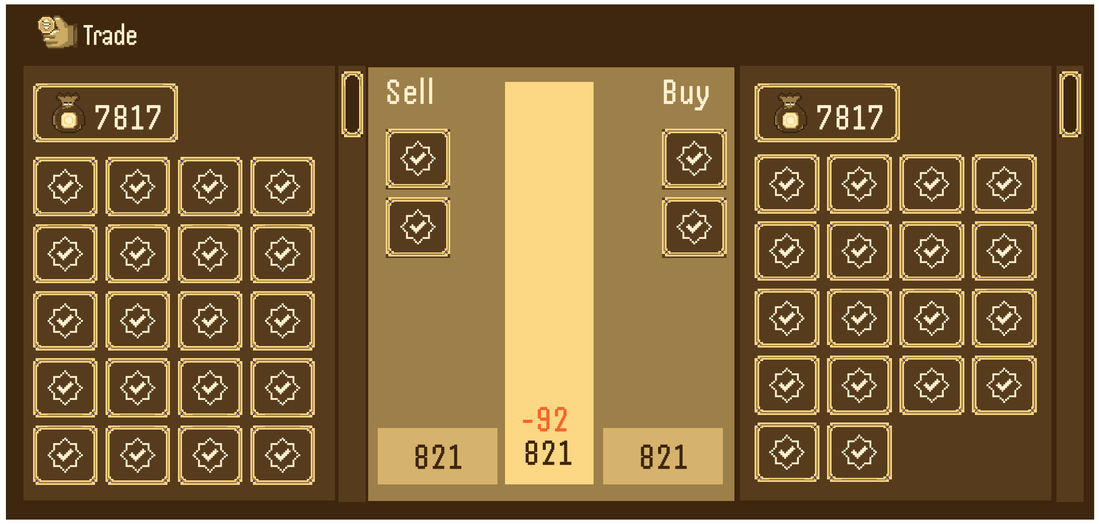




TRADE AND CONVOYS

The trade interface supports buying and selling goods, while convoy planning brings together cargo, transport, travel time, commander selection, and route danger.
I organised these details around the player's decision to launch a convoy, with contextual warnings and timing recommendations placed alongside the information needed to assess the journey.

Trade UI



Convoys





SKILL UI

The skills interface connects exploration, research, and commander development. I designed a staged flow in which players select a character, choose a skill, and review their choices.
Collapsible panels allow players to move back through the process, change the selected character, or remove a skill while keeping the progression interface manageable.

Trade UI



Upgrade

Pick The research and the commander to have it pushed for the skill learning

Upgrade

Learn the skill for certain commander or the army

Academy

This is good for the academy you pick the character and then create the build

Academy

The Windows collapses, it's like a process, you can go back and change the character or remove the skill

HALA YOUNES

HALA YOUNES

Thank you for checking my portfolio
I am currently working on adding more of my projects and more of case study on my website

https://halayounis.online/

Halayounis.a@gmail.com

+491632885394