

Experience

Equiti Group, UX/UI Manager

Amman, Jordan
Aug 2020 - present

- Overseeing the website's design system from scratch to completion. Interviewing stakeholders, researching the target audience, creating wireframes and prototypes, and conducting competitor research. Conducting task analyses and usability tests with early access users.
- Designing and researching the trading instrument price widgets. which was wildly successful and resulted in a 140% increase in account opening.
- Researched and designed solutions to make trading simpler for over 500K users. Interaction rates were around 70% with the newly introduced solutions' daily active users.
- Defining the scope and design requirements, developing the developer brief, coordinating with the development team, and ensuring that the team adheres to them precisely.
- Supporting and guiding team members' activities to achieve project uniformity. Keep an eye on Jira and lead team members and external stakeholders through the scrum process.

Brackets tech, Senior UX/UI Designer

Jeddah, Saudi Arabia
July 2018 - Aug 2020

- Crafting user experience artefacts, communicating solutions with stakeholders and delivering end-to-end UX/UI designs and solutions for key clients such as Riyadh bank (5 projects), King Abdullah University of Science and Technology (7 projects), Saudi Tourism Authority (2 projects), Petromin (4 projects). In total, 47 distinct projects were completed.
- Working on complex and sophisticated design projects. Responsible for all stages of the design process — from problem definition and user research to crafting high-fidelity mockups and detailed design specifications while collaborating with developers across the teams.
- Conducting research on solutions and creating flow charts and high-fidelity wireframes to communicate concepts to stakeholders.

Sudace Agency, Senior Product Designer

Amman, Jordan
Jan 2016 - Jul 2018

- Drove all aspects of the design process while ensuring creative delivery at the quality level of well-known and successful customers. While running and managing a rapidly expanding Design Agency's operations and administration.
- Collaborating with project managers on a daily basis to plan and coordinate projects and monitor the requirements collecting process to ensure that all requirements are adequately represented.
- Led cross-teams initiative to develop and implement visual design systems for 40+ clients.
- leading the effort to create a long-term vision to present to the Executive Team helping the agency to plan its goals for 2019.

Flora Studio, Product (UX/UI) Designer

Amman, Jordan
Feb 2014 - Jan 2016

- Creating and directing creative approaches, and overseeing the production of content for social media platforms, websites, and offline advertisements. Running digital ad campaigns, social media marketing, and photography shoots. From idea to completion, I created 50+ instructive videos for the web.
- Designing and developing websites. This includes designing the website's layout, creating graphics and animations, and writing code to bring everything to life. I also work with clients to understand their needs and create a custom design that meets their expectations.

Freelancer, Multidisciplinary designer

Since 2010

- Though I started designing before 2010, I only became a full-time designer in 2010. My portfolio comprises over 150 websites and applications that I built as a freelancer over the past several years. The experience of creating a website from the ground up prompted me to gain new skills in a variety of disciplines, including front-end development, graphics design, photography, search engine optimization, and digital marketing, to name a few.

Personal Project

Adabworld.com

I'm a huge fan of Classical Arabic poetry, the fluency and wisdom of classic literature never cease to amaze me. in 2018 I embarked on a mission to digitize classical poetry, building a library of 30k+ poems, which swiftly grew into an online community and became one of the most-visited Arabic poetry sites on the web. — Case study on my website :)

Certificates

Professional Scrum Master™

Scrum.org

Issued Apr 2022 · Credential ID 785933

Skills

- Strategy & Ideation
- Design Sprints
- Product Design
- User Experience Design
- Interaction Design
- Design Systems
- Workshop facilitation
- User Research
- Usability Testing
- Personas & Scenarios
- Prototyping

Toolkit

- Adobe Creative Suite
- Figma
- Sketch
- Principle
- Invision
- Webflow
- Hotjar

Engineering

- HTML/CSS
- AngularJS/jQuery
- PHP
- Custom CMS
- SQL, PHPMyAdmin

Languages

- Arabic, Native
- English, Fluent

Mentoring

- Principles of UX Design, Pixellab 2017-2020
- Web Design & Development, MSCC 2012-2016