

# Omran Khleifat UX/UI Design Manager

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## EXPERIENCE

### UX/UI Manager

Equiti Group • Aug 2020 - Present

Spearheaded the development of the website's design system, achieving a 140% increase in account openings through targeted UX improvements.

Led user research and usability testing, enhancing trading simplicity for 500K+ users, and improving interaction rates by 70%.

Fostered a collaborative and innovative design team environment, mentoring team members and leading through the scrum process for project uniformity.

### Senior UX/UI Designer

Brackets Tech • July 2018 - Aug 2020

Delivered end-to-end UX/UI design solutions for key clients, completing 47 distinct projects that significantly improved client satisfaction.

Conducted comprehensive research and user testing, establishing workflows that enhanced design quality and efficiency.

Collaborated closely with development teams, ensuring seamless implementation of design concepts.

### Senior Product Designer

Sudace Agency • Jan 2016 - Jul 2018

Managed the design process for a rapidly growing Design Agency, leading initiatives to develop and implement visual design systems for 40+ clients.

Played a key role in strategic planning, contributing to the agency's goal-setting for 2019 through visionary design leadership.

### Product Designer

Flora Studio • Feb 2014 - Jan 2016

Directed creative strategies for digital campaigns, achieving high engagement rates across social media platforms and websites.

Designed and developed 50+ instructional videos and websites, enhancing brand visibility and user engagement.

## PROFESSIONAL SUMMARY

Innovative UX/UI Design Manager with over 10 years of experience in leading design projects from concept to launch. Expert in cultivating high-performing teams, driving user experience innovations, and implementing best-practice methodologies. Proven track record in enhancing user satisfaction and translating complex business needs into impactful, user-centered designs.

## CERTIFICATIONS

### Professional Scrum Master™

Scrum.org • Issued Apr 2022

Built over 150 websites and applications, acquiring a diverse skill set in front-end development, graphic design, SEO, and digital marketing.

## SKILLS

Leadership & Team Management

UX/UI Design and Strategy

User Research & Usability Testing

Agile & Scrum Methodologies

Design Systems & Innovation

Front-End Development (HTML/CSS, JS/jQuery, PHP)

## LANGUAGES

Arabic (Native) • English (Fluent)

## PERSONAL PROJECTS

### Adabworld.com

Founder of one of the most-visited Arabic poetry sites on the web, digitizing 30k+ classical poems and fostering an online community.

### uxarb.com

Created a comprehensive platform dedicated to UX/UI design education, specifically catering to the Arabic-speaking community.