

Staff UX/UI Designer

Creative and detail-oriented professional with extensive experience in conducting comprehensive user research, generating user flows, building design systems, and designing wireframes and prototypes using industry-standard tools such as Figma. Proficient in managing stakeholder expectations, solving complex design problems, and collaborating with cross-functional teams to bring innovative products to market. Honed key skills at top design firms and start-ups, consistently delivering impactful results that have helped companies scale and succeed.

Key Achievements

- Successful in designing 200+ web/mobile applications and systems across the telco, healthcare, and e-commerce industries, improving the user experience for millions of users.
- Accomplished the Director's Choice Award (UX Designer) for developing a prototype for patient care in 2021.
- Awarded Employee of Month & Employee of Quarter almost every year throughout the career.
- Designed and implemented the “My Zong” mobile app and multiple dashboards for the telecom sector to transform the overall customer experience of 1.5M customers in 2018.

Areas of Expertise

- | | | |
|---|-------------------------|--------------------------------|
| • Requirement Gathering | • UX Research | • Information Architecture |
| • Problem Solving | • Personas | • Journey Mapping |
| • Mobile/ Web / Dashboard Design | • User Interface Design | • Design System Implementation |
| • Low to High Fidelity Design & Prototyping | • A/B Testing | • Usability Testing |
| • Team Leadership | • Product Management | • Stakeholder Collaboration |

Career Experience

Staff UX / UI Designer, Northbay Solutions

Aug 2023 – Present

Manage product design efforts for Mobile Apps and Dashboards, including requirement gathering, scope creation, user research, design problem-solving, wireframing, UI design, and stakeholder collaboration to exceed expectations. Enhance the application's user experience, focusing on Customer Accounts, Local Brokerages, and Investment Funds. Analyse and understand the overall flow of Trading Methods, Investment Funds, Saudi Market, Portfolios, and Cash Flow process. Conduct user interviews and create personas for existing and new users using a quantitative analysis approach. Perform A/B testing on new flow to ensure optimal user engagement and satisfaction.

Notable Key Contributions:

- Collaborated with UX/ UI Designers worldwide within a Saudi Fintech company “EJADA” to develop and enhance the user experience of the existing portal, aiding the operation team in managing customer requests by designing a customer and user-centric dashboard that aligned with their respective demands.
- Drove sales revenue growth through project discovery and upsells, boosting sales by 45% leveraging a deep understanding of business and strong communication skills.

Product UX / UI Designer, Ciitizen

Jan 2021 – Aug 2022

Designed web applications tailored to client and user requirements and demonstrated expertise in project design, consistently delivering complex, large-scale projects on schedule. Created additional UX deliverables, such as wireframes, functional specifications, and user flows, covering all aspects of design work. Initiated, suggested, and spearheaded UI refactoring to enhance user intuitiveness.

Notable Key Contributions:

- Enhanced patient experience by 60% through a comprehensive overhaul of the Cancer Patient Care App, addressing the Recruitment Process, Clinical Timeline, and Record Request MLDPV processes.
- Led a team of designers to deliver end-to-end user-first products, achieving \$10K in revenue in 2022, by facilitating brainstorming sessions, collaborating with stakeholders, mentoring junior designers, balancing design vision with practical considerations, and effectively communicating with the team.

UI Engineer, Stella Technology

Nov 2017 – Dec 2020

Carried out research tasks before designing and prototyping the website for baby scripts, including complex customization features with challenging user flow. Managed stakeholder expectations to ensure alignment with project goals. Established design guidelines and a design system for maximizing consistency and efficiency.

Notable Key Contributions:

- Designed UX and wireframes for Babyscripts, driving \$3M+ revenue in 18 months. Conducted user research to pinpoint pain points and crafted iterative design solutions. Designed intuitive workflows and user interfaces for diverse B2B and B2C use cases.
- Overhauled the baby script website, boosting its SEO friendliness by 90%. Contributed to an award-winning Telehealth project amid the COVID period.
- Created email templates for monthly newsletters and marketing communications, yielding a 150% click-rate.

Executive IT (UI Designer), Zong

May 2016 – Sep 2017

Defined functionality, navigation, and interaction models for projects from a user-experience perspective. Generated various UX deliverables, including wireframes, functional requirements, flow, and web/mobile designs, along with other design-related tasks.

Contributed to defining the research process and, when necessary as well as took the lead or participated in user testing.

Notable Key Contributions:

- Delivered complex, large-scale projects on schedule, showcasing renowned project design expertise.
- Enhanced user experience by 70% through the redesign of the Telco Customer Care Dashboard and Zong App dashboard.

Sr. UI Designer, Zigron

Feb 2015 – May 2016

Oversaw the entire design service cycle from inception to completion. Utilized Bootstrap and Foundation to craft responsive layout designs for web and mobile interfaces, including iOS, Android, Windows Mobile, and proprietary systems.

Notable Key Contributions:

- Contributed a direct role in achieving a 140% year-over-year sales increase by conceptualizing, designing, and implementing marketing pages and custom features for an e-commerce website.
- Initiated, recommended, and led the development of large UI reusable components to enhance user experience.

Additional Experience

Web & Graphics Designer, Amfahsoft | 2011 – 2015 | Web & Graphics Designer, Aiztel | 2010 – 2011

Education & Qualifications

Bachelor of Science – IT Engineering (Information Technology) | (2006 – 2010)

Technical Skills

Tools: Figma, Adobe XD, Axure, Miro, Sketch, Google Suite, JIRA, Notion, Asana, Jitter, Hojtar
UI Platforms: Material Design, HTML5, CSS3, BOOTSTRAP, PSD2HTML, Custom Media Query

Key Live Projects URL (Selected)

<https://babyscripts.com/>, <https://www.zong.com.pk/>, www.uxifyai.com

<https://www.figma.com/file/iMEe6mTmULS9Ny9R0AuJCb/ALWAES?type=design&node>

<https://www.figma.com/file/jGatOLVCMVkfXSWWhGSNsDS/Patient-Portal-2.0?node-id=6489%3A59279>

<https://www.figma.com/proto/v16yS9nctuhYSWLjBbH1vV/Raketrades?type>

<https://www.figma.com/file/o1k8u5SsfyUMedwor0dI4A/CodaPet-Design?type=design&node-id=0->

[1&mode=design https://www.figma.com/file/IWqavARJkDiMlqRF0vLU9y/Learning-App](https://www.figma.com/file/IWqavARJkDiMlqRF0vLU9y/Learning-App) [My Fight Pal, Visual
Workspace for Innovation \(miro.com\) https://www.figma.com/file/M3eCSN3UhAsVxDvAgvDmDMU7](https://www.figma.com/file/M3eCSN3UhAsVxDvAgvDmDMU7)