

Experience

Geeks - *Product Designer*

I work with two dev teams along with a digital agency. I research, design and build the company's internal systems for their B2B & B2C customers/clients. My main focus is on the B2B, I designed user flows, wireframes & conducted user reviews with the help of account managers. My other role includes rebranding the company online presence and building a better UX for the B2C customers.

I also designed and built an online request submission web app for customers to reduce the
2017 - Present, Dubai

Scratch Communications - *Digital UI Designer*

I reviewed clients existing design as well as new web projects on a frequent basis. I built wireframes, designed and managed teams to build a better user experience for the web.

2016 - 2017, Dubai

Campaign Works - *Digital Designer*

I was responsible for building many digital experiences for many hospitality clients. Hilton being their major client and all the sub hotels that fall under the Hilton brand.

I was working with the digital team in the UK to design and build various projects. I also created various marketing material for different clients.

2015 - 2016, Dubai

Go-Gulf - *UI/UX Designer / Manager*

I managed the design department on the company, I had 2 junior designers in house and I worked with several freelance designers, coordinating and managing them and executing projects. I also worked closely with the dev team to help build the web projects. I built Information Architectures, wireframes, user flows, designs, conducted user reviews, explain my design concepts to clients and stakeholders and guide developers to build my designs.

2012 - 2015, Dubai

i3Media - *Frontend Engineer & UI/UX Designer*

I worked as a frontend designer building responsive website and web apps. I supervised and trained 3 junior frontend engineers to help me build these products.

I worked with the dev team in the UK to develop these products as well do QA once the product was developed.

2009 - 2012

Plot Developers - *Creative Designer*

I designed and built interactive digital products/presences for clients such as Microsoft Zune / Pepsi USA / Nubian Heritage and more.

2007 - 2008

Skills

Design

Photoshop, Illustrator Indesign, Sketch, Adobe XD, Invision, Framer(learning), Principle (learning)

Research

Wireframe, Rapid Prototyping, User Centred design, User Experience

Code

Html, CSS, JQuery(know how)

Education

Preston University

Bachelors in Information Technology