

ABOUT ME

Highly experienced UI/UX designer with a proven track record of **8+ years** in creating engaging and intuitive digital experiences. A natural leader, proficient at motivating teams and fostering collaboration to deliver exceptional results. With an infectious enthusiasm and personable nature, I consistently strive for excellence and innovation in design solutions.

EXPERIENCE

Lead User Experience Designer | stc Bahrain

October 2019 - Present

- I collaborated closely with cross-functional teams and developers, leading digital projects to deliver user-centric solutions, while providing guidance and support for smooth implementation throughout the development process.
- Successfully redesigned the information architecture and landing pages of the stc Business website, resulting in an **increase of 185,000+ active sessions and a 20% boost in the conversion rate**.
- Led the portal redesign project aimed at optimizing the payment journey for customers, using a user-centered design approach and incorporating user feedback. **This resulted in a surge of 306% in online payments.**

Lead Graphic Designer | GNJ Group

July 2018 - July 2019

- Collaborated with the marketing manager for the group's regional restaurant chains, leading the art direction and creation of social media content (static images and motion graphic videos) resulting in **increased engagement and followers by 50,000 in less than 6 months**.
- Provided creative direction for food photography sessions.
- Designed packaging, digital menu layouts, branding, and marketing collateral.

Graphic Web Designer | Remza Investment Group

October 2016 - July 2018

- Identified and resolved critical usability issues for Nasser Pharmacy's e-commerce website and mobile apps, resulting in **an incremental increase in online orders**.
- Collaborated with the marketing manager to conceptualize and implement impactful content for diverse campaigns, **contributing significantly to the growth of sales both online and offline**.
- Created designs for packaging, menu layouts, and various marketing collateral, **elevating the brand recognition of Meisei, a distinguished fine dining restaurant**.

EDUCATION

B.A. (Hons) Interactive Multimedia Design

Taylor's University / University of Northumbria at Newcastle

August 2012 - December 2015

LANGUAGES

English (fluent)

Arabic (native)

SKILLS

UX research

Ideation & workflows

Wireframing

Interaction & UI design

Prototyping

Problem solving

Art direction

Product strategy

Content strategy

TOOLS

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Miro