

# Abdullah Aqrabawi

## Product Design Lead (CX UX UI)

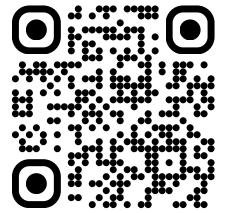
Digital Transformation | Digital Design



Professional Remote Designer

High-performance workstation and design software suite

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## SKILLS

### Product Design

Design Strategy  
Design System  
Agile Scrum Master  
Mobile Applications  
Website design  
Services Design  
SaaS Design Specialists  
Design Quality Control  
Team Management

### UX UI Design

Information Architecture  
User Research  
Competitive Analysis  
Wire-framing (Low/High fidelity Design)  
Prototyping and Testing (UserTesting Platform)  
User Journey  
User Mapping  
Interface Design  
User Journey

### Digital Design

Branding and Visual Identity  
Video Production  
Professional Presentation  
Infographic Design

### Digital Transformation

B2B / B2C / G2C / G2B / G2G  
Digital-focused design  
Digital Experience Transformation

### Customer Experience

Communication and Customer Engagement  
Customer Journey Mapping  
Benchmarking Analysis  
Marketing Campaigns  
Market Research and Trends  
Quality Control and Brand Consistency  
Analytics and Optimization  
Web Administrator

### Project Management

Product Strategy  
Agile Scrum Master  
Research and Analysis  
Benchmarking Analysis  
KPIs Performance indicators  
MVP Mindset

## LANGUAGE

Arabic: Native  
English: Fluent

## EDUCATION

### Bachelors Graphic Design

Philadelphia Private University

## LATEST CERTIFICATES

- Aha! Product Management Professional Certificate
- Product Management First Step
- MIT xPRO, Designing and Building AI Products and Services.
- AI and Machine Learning for Everyone.
- Azure: Understanding the Big Picture.
- Interaction Design: Dashboards and Visualization.
- Interaction Design: Flow.
- Empathy in UX Design.
- Information Security Awareness.
- Mobile Design and Development.
- Accessibility: How to Design for all.
- Agile Scrum Master.
- Accessibility Specialist WCAG 2.0
- Google Design Sprint Workshop

## PROFESSIONAL EXPERIENCE

### AiFlux - (Joint Venture) Lamprell and G42 01/2022 - Until Present - Remote Product Lead (CX UX UI) Design | Product Management

We are building SaaS platform solutions utilizing cloud computing, artificial intelligence, machine learning, and IoT applied to specific industrial domain applications.  
AiSquared product is a modular AI-powered digital platform centered around engineering and inspection domain knowledge, providing access to accurate asset integrity management data to ensure compliance and safety at all asset levels.  
SiteFlux product is a digital platform that allows supervisors/managers to monitor and manage complex work sites and fields to improve efficiency alongside safety, reducing the risk of costly mishaps. I am leading and managing the Product Design (UX UI), Digital Marketing, Customer Experience (CX) of AiFlux.

- Define and communicate the product's overall vision and goals, aligning them with the company's objectives and customer needs.
- Awareness product roadmap outlining key features, milestones, and release dates, ensuring alignment with the product strategy by collaborating with stakeholders, customers, and development teams to gather and prioritize product requirements and user stories.
- Develop the information architecture, including defining the structure, navigation, and organization of content or features within the product.
- Work closely with cross-functional teams, including, Product Manager, Development Teams, and QA, to ensure smooth product design and delivery.
- Monitoring and Analytics key performance indicators (KPIs) and use analytics tools to track product performance, user engagement, and user behavior.
- Keeping up-to-date with industry trends, design tools, and emerging technologies to ensure the design team remains innovative and competitive.
- Continuously gather feedback from users and stakeholders and iterate on the product to improve its functionality and user experience.
- Building the product design system, user interface (UI), information architecture, persona, wireframe, user journey map, and user experience (UX) process.
- Company marketing and advertisement for social media/Events and all the printout and digital material design, including creating lead generation companies, and email companies, in addition to company website design, admiration, and development on WordPress.

### FAB - First Abu Dhabi Bank (Remote) 10/2021 - 01/2022 - Fixed contract - Remote UX UI Product Lead | Product Management

Responsible for building and managing the NHL (National Housing Loan) Mobile App and KSA Mobile App, creating the UI design, user journeys map, and UX implementation for the new requirements on an agile basis, and leading the Product Design Process, Digital Marketing, Customer Experience (CX).

- Define and communicate the product's overall vision and goals, aligning them with the company's objectives and customer needs.
- Presenting design concepts and rationale to stakeholders incorporating their feedback into the design process and evaluating and prioritizing features and enhancements based on customer feedback, business value, and technical feasibility.
- Identify strategic opportunities and innovative solutions by analyzing data from various sources.
- Organize user testing sessions to gather feedback on prototypes and early product versions, making iterative improvements based on user input.

### ADNOC (Gas Processing) (Remote) 01/2020 - 10/2021 - Remote UX UI Product Design Specialist | Project Management - PMO Office

I was responsible for building, Managing, and overseeing the process of UI UX design of ADNOC GAS (Gas Processing) products including the UCP Project, Smart Employees Mobile App and web, Sitecore websites, HSE Health Mobile App, Power BI dashboards, and designing a professional presentation to support the products and projects leads and senior management. Furthermore, I worked for the PMO (Project Management Office) to plan, implement, and design the communication plan for the SAP ONE ERP project on the ADNOC corporate level.

- Leading the design process of IT Division for internal and external digital products.
- Creating and implementing data visualization designs by Power BI interactive reports/dashboards.
- Presenting design concepts and rationale to stakeholders incorporating their feedback into the design process and evaluating and prioritizing features and enhancements based on customer feedback, business value, and technical feasibility.
- Prepare and design high-quality presentations to present work status, and plans for management.
- Define and communicate the product's overall vision and goals, aligning them with the company's objectives and customer needs.
- Communicating scenarios, end-to-end experience, interaction models, and screen designs to stakeholders.
- Developing and implementing a design strategy that aligns with the overall product or project goals. This may involve conducting research and analysis to inform design decisions.
- Develop the information architecture, including defining the structure, navigation, and organization of content or features within the product.

### Dubai Municipality 01/2015 - 01/2020 - On Site UI UX Specialist | Senior Analyst | Accessibility Specialist | Project Management - PMO Office

I was responsible for building, Managing, and overseeing the process of UI UX design of entire Dubai Municipality products and projects including the Public Portal, Services Catalogue, Smart Employees Mobile App and web, all the other websites, Tableau dashboards design, etc., as well as designing a professional presentation to the senior management. Furthermore, I worked for the PMO (Project Management Office) to implement, and design the communication plan for the internal project impact.

- Leading the design work of the (IT Department) for internal and external digital products.
- Building scenarios, customer journey maps, prototyping, and creating UX/UI mockups.
- Develop the information architecture, including defining the structure, navigation, and organization of content or features within the product.
- Ensure WCAG 2.0 AA accessibility criteria AA compliance implemented on all products.
- Presenting design concepts and rationale to stakeholders incorporating their feedback into the design process and evaluating and prioritizing features and enhancements based on customer feedback, business value, and technical feasibility.
- Work and manage the design work of the digital transformation initiatives.
- Create visually appealing designs for various marketing materials, including brochures, posters, banners, social media graphics, email campaigns, and advertisements.
- Ensure that the designs align with the brand identity and messaging guidelines.
- Efficient time and team management skills to meet project deadlines and deliver high-quality work consistently.

### Reach Group 01/2011 - 01/2015 - Hybrid Senior Digital Designer | Senior Business Analyst

I was part of the Dubai Government's digital transformation acceleration program, where my role involved creating customer journey maps, developing prototypes, crafting mockups, and conducting business analyses for interactive services and user interfaces across various government entities, including Dubai Municipality, Dubai Police, Dubai Health Authority, Smart Dubai, and RTA.

### Arab Bank 01/2010 - 01/2011 - Outsourcing Contract - On Site Service Designers | Business Analyst

Building backend user finance (FinTech) services platform to accelerating the digital transformation of Payment, Money Transfer, and User User Authentication and Authorization.

### GSS America (GSS InfoTech) 09/2008 - 01/2010 - Hybrid Senior Website Designer | Business Analyst

Accelerating the digital transformation initiatives within the government departments of Dubai.

### Yadonia Group (On Site) 06/2007 - 09/2008 - On Site Designers Team Leader | Website / Graphic Designer

Designers team leader with full responsibility for work delivery.

### E-Art Consulting FZ LLC (On Site) 10/2005 - 03/2007 - On Site Graphic / Multimedia Designer

Multimedia/ Graphic designer with website experience.