ARWA HUSSEIN
UX & Service Design Manager

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HIGHLIGHTS

- An experienced UX & Service Design Manager with demonstrated **11+ years of experience** working in the computer software industry, delivering innovative products & services across tech, health, insurance, banking & education, using design thinking & user-centric approach.
- Holds a **Master degree** in Software Engineering (HCI).
- Worked on **25+ freelance projects** for healthcare, fintech, Edtech, startups & tourism.
- Proficient in **digital transformation, front-end development, service design, user research, experience design, agile IT delivery, training & innovation process.**

EXPERIENCE

Manager, User Experience & Service Design
MAY 2022 - PRESENT
Tawuniya - Riyadh

- Planning a coherent UX strategy that meets measurable business goals, & partnering with key stakeholders to demonstrate how design-thinking leverages of the organisation's digital ecosystem.
- Co-producing key UX artifacts such as customer journey maps, service blueprints, information architecture, prototypes, design systems, personas and usability reports.
- Overseeing and coaching a team of user researchers, UX designers and developers, and establishing delivery priorities, products roadmaps and performance metrics to maintain consistency across products and services.
- Working across business lines, with an end-to-end view, and employing agile and user-centric methods, to provide a seamless experience across all customer touch points.
- Communicating design decisions to executive stakeholders and synthesising the feedback.
- Collating and analysing qualitative and quantitative data and insights from a variety of sources to assess pain points and opportunities.
- Advocating and demonstrating a design thinking process, and facilitating innovation workshops with cross-functional stakeholders.

Senior Digital User Experience Designer
OCT 2021 - APR 2022
Red Sea Global - of Public Investment Fund (PIF) - Riyadh

- Taking a lead role in supporting the planning and execution of digital platforms initiatives and services, ensuring alignment to business timelines and requirements to maximise the reach of target audience and conversion.
- Leading the optimisation of all digital platforms touch points, including websites, intranets and apps of all TRSDC's subsidiaries and projects (such as AMAALA), to ensure the best user experience.
- Working with key internal stakeholders to understand and implement their digital platform requirements & with external agencies to identify & address any bugs, issues or new requirements.
- Conducting user research and delivering journey maps, wireframes and prototypes.

Senior UI/UX Designer (Part time)
JUL 2021 - OCT 2021
Saudi Federation for Cyber Security and Programming (SAFCSP) - Riyadh

- Participated in redesigning SAFCSP platforms for the "Launch.sa" event.
- Creating and assessing design solutions based on user research input, user goals, and business requirements for "Satr eLearning" (formerly known as "Tuwiq Academy") for both web and mobile.
- Working closely with engineers/developers and QA testers ensuring that the product is developed according to experience and design specifications.

UX Lead
MAR 2020 - MAR 2021
University of Jeddah - Jeddah

Project: Post COVID19 - Upgrading Web Portal Services and Data Management System of e-Learning & Distance Education Center at University of Jeddah.

- Leading the team in expanding mastery of the business goals of each design request and pushing back on stakeholders with innovative UX/UI proposals.
- Empowering and mentoring designers & developers in the team, fostering collaboration.
- Leading design strategy activities to understand user needs & business opportunities.
- Revising and updating designs and documentation based on continuing user testing and customer feedback, and creating periodic reports of progress and document case studies.

UI/UX Designer and Researcher (Freelancer)

Industry: Start-ups, Education, Finance, Health, Tourism, Social, among others.
Size: Ranging from a one-man project to larger projects with 30 team members.
Platforms: Web and mobile.
Process: Design Thinking / Lean UX.
Artifacts: User Research, Surveys & Interviews, Competitor Analysis, Personas, Sitemaps, Feature Prioritization, Storyboards, User Flows, Paper Sketches, Wireframes, Interactive Prototyping, front-end web development (HTML, CSS, JS, .NET) & Usability Testing.

Faculty Lecturer – Software Engineering
University of Jeddah - Jeddah

AUG 2018 - JUL 2021

Courses I taught:
- Human Computer Interaction.
- User Experience Design.
- Database Management Systems.
- Web Development.
- Software Project Management.
- Object Oriented Programming.

Head, Electronic Examinations
University of Jeddah - Center of eLearning & Distance Education

MAR 2020 - MAR 2021

- Managing all internal and external online examination processes.
- Supporting the university's assessment processes via online channels, by developing and maintaining software for test registration, availability and scheduling of exams.
- Acting as a system administrator for the campus-wide integrated software program by providing ongoing training through workshops for all campus users, and coordinating upgrades/maintenance with user support personnel.

Associate Instructor: User Experience (Part time)
Misk Foundation & General Assembly - Jeddah

JUN 2019 - DEC 2019

- Working closely with lead Instructors to guide students in user experience design.
- Preparing and giving lectures, and grading tests, papers, and projects, as assigned by the course head.
- Supporting students and ensuring a smooth learning process in/out class.
- Facilitating a safe, supportive, and energetic community that accommodates the various needs and learning styles of students.

Faculty Lecturer – Computer Information Systems
King Abdulaziz University - Jeddah

APR 2014 - JUL 2018

Courses I taught:
- System Analysis and Design.
- C++ Programming.
- Database Management Systems.
- Computer Networks and Security.
- Decision Support Systems.
- Knowledge Management.

System Software Developer
Saudi National Bank (Alahli) - Jeddah

SEP 2011 - DEC 2012

- Managing mortgages LOS (Loans Origination System) projects to improve & maintain the efficiency of calculating and generating related documents and contracts..
- Administrator of IBM Rational Team Concert for Release Management and Version Control of Core Banking systems projects.
- Maintaining security, backup, and redundancy strategies.
- Providing first and second level support for core banking systems.
- Participating in the design of information and operational support systems.

EDUCATION

2014 | **Master of Science**
Software Engineering
Kingston University, London, UK
Excellence with Distinction (First Honors)

2011 | **Bachelor of science**
Computer Information Systems
King Abdulaziz University, Jeddah, KSA
Excellence with First Honors (4.96/5)

PROFESSIONAL DEVELOPMENT

- UX Design Professional Certificate by **Google**
- User Experience Design Certificate by **General Assembly**
- Enterprise Design Thinking Practitioner by **IBM**
- Service Design by **Interaction Design Foundation**
- Insurance Foundations Professional Exam (IFCE) by **Saudi Central Bank SAMA**
- Fundamentals of Artificial Intelligence by **Deeplearning.ai**
- Agile Project Management (AgilePM®) by **DSDM Atern Foundation**
- Project Management Fundamentals by **PMI**
- Digital Marketing by **Digital Marketing Institute**
- User Research: Methods and Best Practices by **Interaction Design Foundation**

TECHNICAL SKILLS

- **UX Design:** Figma, Sketch, Adobe XD, Miro, Proto.io, InVision
- **Programming:** Python, Java, C++, C#, Kotlin
- **Web Development:** HTML, CSS, PHP, JavaScript, .NET
- **Research:** Action research, Qualitative, Quantitative, Comparative, Causal & Longitudinal
- **Project Management:** DSDM Agile, Prince2
- **DBM:** MySQL, Sybase, Oracle
- **Visual Design:** Adobe Suite
- **Analytics:** MS Power BI, Qualtrics, Google Analytics, Medallia, MS Excel,

ORGANISATIONS

- Member of Service Design Network (SDN)
- Member of Interaction Design Foundation (IDF)
- Member of Saudi Customer Experience (CX)
- Member of IEEE Women in Engineering (WIE)

LANGUAGES

- English (Proficient)
- Arabic (Native)

BRANDS I WORKED WITH:

PORTFOLIO

www.thearwa.com