

## HIGHLIGHTS

- 8+ years of experience conducting user research and designing/prototyping responsive web, digital products and mobile applications with Figma, Sketch, InVision & Adobe XD.
- 8+ years of experience with B2B/B2C client design rationale and presentation skills.
- 2 years delivering UX design solutions as a Senior UX Specialist / UX Lead.
- A certified Professional UX Designer by Google.
- Holds a Master degree in human-computer interaction (HCI).
- Worked on 20+ freelance projects for startups, education, healthcare, banking & more.

## EXPERIENCE

JUL 2021 -  
PRESENT

### Senior UI/UX Designer

*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 Platform" (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.

2010 -  
PRESENT

### Freelancer UI/UX Designer

**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.

AUG 2018 -  
JUL 2021

### Software Engineering Faculty Lecturer

*University of Jeddah - Jeddah*

Courses I taught:

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

MAR 2020 -  
MAR 2021

### Head of Electronic Examination Unit - Center of eLearning and Distance Education

*University of Jeddah - Jeddah*

- 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 and 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.

MAR 2020 -  
MAR 2021

### UX Lead

*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.

- Lead the team in expanding mastery of the business goals of each design request and pushing back on stakeholders with innovative UX/UI proposals.
- Empower and mentor designers in the team, fostering a collaborative, productive, and positive environment.
- Lead design strategy activities to understand user needs & business opportunities, uncover business/user needs.
- Revise and update designs and documentation based on continuing user testing and customer feedback, and create periodic reports of progress and document case studies.

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## EXPERIENCE

JUN 2019 -  
DEC 2019

### **Instructional Associate: User Experience (UX) Design Course**

*Misk Foundation & General Assembly - Jeddah (Part time)*

- Working closely with lead Instructors to guide students in user experience design.
- 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.

APR 2014 -  
JUL 2018

### **Computer Information Systems Faculty Lecturer**

*King Abdulaziz University - Jeddah*

SEP 2011 -  
DEC 2012

### **System Software Developer**

*Saudi National Bank (Alahli) - Jeddah*

- 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.

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## EDUCATION

### **2014 Master of Science**

Software Engineering / HCI

Kingston University, London, UK

Excellence with Distinction (90%)

### **2011 Bachelor of science**

Computer Information Systems

King Abdulaziz University, Jeddah, KSA

Excellence with First Honors (4.96/5)

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## CERTIFICATES

- UX Design Professional Certificate by **Google**
- User Experience Design Certificate by **General Assembly**
- Enterprise Design Thinking Practitioner by **IBM**
- User Research: Methods and Best Practices by **Interaction Design Foundation**
- Fundamentals of Artificial Intelligence by **Deeplearning.ai**
- Agile Project Management (AgilePM®) by **DSDM Atern Foundation**
- Project Management Fundamentals by **PMI**

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## SKILLS

- **Programming:** Python, Java, C++, C#, Kotlin
- **Web Development:** HTML, CSS, PHP, JavaScript, .NET
- **Project Management:** DSDM Agile, Prince2
- **DBM:** MySQL, Sybase, Oracle
- **Graphic Design:** Adobe Suite
- **UX Design:** Figma, Sketch, Adobe XD, InVision
- Fluent in Arabic & English.

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## PORTFOLIO



or visit:

[www.thearwa.com](http://www.thearwa.com)