

AHMED RAWASS

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With over a decade of expertise in user-centric UX design, I am a passionate and skilled User Experience design expert and consultant. My proven track record includes creating seamless experiences and intuitive user journeys for diverse user groups. By understanding user needs deeply, I excel at designing products and services that effectively cater to their requirements. My strong background in agile product management ensures a smooth alignment of user needs with business growth objectives. I am driven by a relentless pursuit of crafting user-centric solutions and continuously leverage my skills in research, information architecture, usability, and context-aware design to deliver outstanding user experiences.

EXPERIENCE

AUG 2022 – CURRENT

SENIOR MANAGER - UX, TAKAMOL HOLDING

- Provide leadership, direction, and mentorship for UX design, fostering creative and holistic thinking across diverse products, platforms, and devices to support Takamol Holding's strategic vision.
- Deliver a compelling UX vision with plans for evolutionary, iterative updates that actualize the larger vision over time.
- Collaborate with business & product managers, customer and service experience teams, and marketing communications to ensure all new digital services launch with the most efficient and unified user experience.

OCT 2021 – AUG 2022

CEX DESIGN SENIOR MANAGER, SALAM MOBILE

- Spearheaded the creation of an omni-experience across all channels, optimizing interactions between customers and Salam Mobile.
- Provided critical support to the Product and Technology teams by leading the UX team in designing exceptional user journeys and communications across all channels

JULY 2019 – SEP 2021

PRODUCT OWNER, ZAIN KSA

- Defined Stories and prioritized the Team Backlog, streamlining the execution of program priorities while ensuring conceptual and technical integrity for the team's features and components.
- Bridged the gap between IT and the business by employing data analytics to assess processes, determine requirements, and deliver data-driven recommendations and reports to executives and stakeholders.
- Aligned with the UX team to design journeys based on defined stories and business requirements, while conducting user testing to achieve set goals.

MAR 2018 – JULY 2019

UX RESEARCHER, MIRUM

- Designed, conducted, analyzed, and reported on user-centered design research and usability testing for clients' products, identifying user needs, goals, and workflow models.
- Provided usability research both online and in the field, offering recommendations for improvement.
- Collaborated as a member of a research-based usability knowledge repository, working with project business representatives and team members to test business requirements using heuristic and qualitative methods.
- Identified opportunities for cost reduction and improvement within existing services, understanding user needs and designing rational user journeys.
- Rapidly iterated service prototypes, analyzing failure within services and identifying root causes.

AUG 2017 – FEB 2018

BUSINESS DEVELOPMENT MANAGER, PURITEC

- Prepared and delivered persuasive sales presentations showcasing the value proposition of Puritec digital solutions.
- Maintained a robust deal pipeline, targeting entities to continuously drive business growth and generate sales.
- Collaborated with professional services and support teams to ensure successful implementations of solutions.
- Discovered and explored potential business deals by contacting potential partners, closing new business deals through coordinated requirements, contract development, and integration.

MAR 2015 – MAY 2015

LECTURER, EFFAT UNIVERSITY

Educated 1st and 2nd year students in the basics and fundamentals of interaction design, User Experience Design, website design, and development.

APR 2013 – JUN 2014

PRODUCT SPECIALIST, AMADEUS

- Ensured accurate capture and documentation of business requirements for e-Commerce & m-commerce products.
- Drove e-commerce product sales by presenting to customers and developing products based on market and customer requirements.
- Developed and disseminated Project Management Plans, identifying and documenting all technical, product, and process requirements.

JAN 2012 – AUG 2017

UX CONSULTANT / MANAGING PARTNER, ARABIAN BITS

- Founded and managed Arabian Bits, a local company specializing in User Experience design and Digital Marketing.

- Provided user experience solutions for digital products, promoting best practices of interaction design to clients.
- Applied analytical, usability testing, and internal/external research to solve interaction design problems.
- Worked closely with key stakeholders and editorial teams to interpret and realize their ambitions.
- Gathered user data through analytics reporting, task analysis, and participatory design techniques, driving design decisions.
- Conducted user experience research, interactively testing designs using low- and/or high-fidelity prototypes.
- Led requirements-gathering interviews, implemented user surveys, facilitated card-sorting, and tree-testing.

JULY 2011 – MAY 2012

UX/UI DESIGNER, RAYAT BRANDS

- Redesigned online portals for major clients, including the Ministry of Labor, meeting stringent deadlines.
- Defined information architecture and interaction design for clients using page/user flow diagrams, site maps, and interactive wireframes.
- Solved workflow problems through visual and interaction design, consulted on UI/UX design for different clients.

NOV 2007 – FEB 2008

HR SPECIALIST – I.S, SOLEXPLUS

Designed the HR database for the launching company, utilizing SQL and Microsoft Access.

DEC 2006 – NOV 2007

WEB DEVELOPER, NATIONAL AIR SERVICES (FLYNAS)

- Developed Flynas website before launching and worked on tweaking and developing the Navitaire booking engine to suit Flynas regulations.
- Recognized for contributions to airline launch as part of the launching team.

FEB 2006 – DEC 2006

HR COORDINATOR, NATIONAL AIR SERVICES

Managed and maintained the HR database in the planning & IS department.

EDUCATION

NOVEMBER 2011

USER EXPERIENCE DESIGN MSC, BRIGHTON UNIVERSITY

Gained additional experience in the UX field and was able to tackle many of the obstacles by practicing. My dissertation was about developing Medical Care Co. websites in Saudi Arabia, the first hospital to

provide e-services in the region, this was the main obstacle I faced dealing with the cultural context of the use of such a website.

SEPTEMBER 2010

BSC COMPUTER SCIENCE, UNVERISTY OF BRIGHTON

My first involvement with UX design was while working on my dissertation, which consisted of an Android version of the Adobe service Kuler. It is a colour scheme generating service that is used for inspiration. The application provided the same experience as the website with the ability to search, check newest additions, etc. Designing the application followed the same principles learned in the Human interface design module (scenarios and personas, user journeys, etc.) I took during the course.

UX SKILLS

- Generating user conceptual models
- Task modeling and analysis, scenarios, personas, and user journeys
- Cognitive walkthrough
- Information architecture and design
- User centered design process for interactive systems
- Wireframing (low and hi fidelity) prototypes

OTHER SKILLS

- Driving sales
- Create new business opportunities
- Risk Assessment & Management
- Negotiation