



OBJECTIVE

Seeking an opportunity as Experience /Data Analyst where extensive experience will be further developed & utilized.

EXPERIENCE

Sr. Digital Behavioral Analyst | Octaveuae.com

MAR 2023 - PRESENT

Dubai, United Arab Emirates

MY RESPONSIBILITIES INCLUDED:

- Work with clients and agency teams to design measurement frameworks.
- Design and deliver insights with reports that help the client improve upon agreed KPIs against these frameworks.
- Support requests for any website performance issues by identifying cause and plan of action for improvement.
- Present internally and externally results, insights and recommendations.

KEY PROJECTS / ACHIEVEMENTS:

I played a key role in Rentalmarks.com to analyze and optimize user engagement. This involved user behavioral analysis and insights delivery utilizing tools and techniques such as Google Analytics ,SQL,Python libraries.

I'm particularly proud of enhancing overall user experience and engagement. Decreased effectively the bounce rate by 12.6 % , leading to improved customer satisfaction. This success demonstrates my ability to data wrangling, analysis, communication and deliver impactful results along with delivering accurate actionable insights.

Senior UX Engineer | Dubai Government Human Resources Dept.

MAR 2022 - MAR 2023

Dubai, United Arab Emirates

MY RESPONSIBILITIES INCLUDED:

- Design responsibility for all areas of UX / UI work {user research, concept design, prototyping, detail design, usability tests, and implementation}.
- Requirement engineering based on market research, client needs, etc.
- Analysis of the user journey from start to finish while using the product.
- Prototyping low-fidelity designs into high-fidelity prototypes using a component library.
- Create user-friendly and intuitive user experiences with clear, appealing and efficient visual designs.
- Conducting usability tests with finished products and generating feedback.
- Work to improve collaboration and communication between the design team and the engineering teams.
- Using the best and latest UX practices to create highly user-centric designs for a variety of needs and functions.

Senior UI /UX Designer | Dubai Health Authority

FEB 2019 - FEB 2022

Dubai, United Arab Emirates

MY RESPONSIBILITIES INCLUDED:

- Considering existing applications and evaluating their UX (user experience) effectiveness.
- Using /creating testing tools, such as automated ui testing, to aid their research.
- Running user testing of DHA applications, software and web applications.
- Defining interaction models, user task flows, and UI (user interface) specifications.
- Communicating scenarios (persona), end-to-end experiences, interaction models, and screen designs to other people working on a product.
- Developing and maintaining design wireframes (basic mock-ups of applications) and specifications.

Senior UI /UX Designer | DataCell Solutions

NOV 2018 - FEB 2019

Dubai, United Arab Emirates

MY RESPONSIBILITIES INCLUDED:

- Creating concept design, prototyping, detail design, usability tests.
- Conduct concept and usability testing and gather feedback.
- Creating motions, transitions and interactive actions using jquery.
- Defining interaction models, user task flows, specifications.
- Developing and maintaining design wireframes (basic mock-ups of applications) and specifications.

KEY PROJECTS / ACHIEVEMENTS:

Mohamed Bin Rachid Housing Establishment Official Portal - MBRHE

UX/UI Designer | Deeplook Arabia

NOV 2017 - OCT 2018

Cairo, Egypt

UX / Interaction Designer | Nationwide Middle East Properties

NOV 2014 - JUL 2015

Abu Dhabi, United Arab Emirates

UX/UI Designer | zmaxmedia

JAN 2012 - OCT 2014

Cairo, Egypt

Bachelor of Computer Science

Modern Academy for Science Computer & Management Technology - Cairo, Egypt.

Obtained Bachelor degree in Computer Science - CS Department
 + A grade of the graduation project : Advanced Integrated Ticketing System (web-Windows)

CERTIFICATIONS

Google Certificate : **Google User Experience Design**
 Google Certificate : **Google Professional Data Analytics**
 Google Certificate : **Advanced Google Analytics**
 IBM Design Thinking : **Practitioner Badge**
 IBM Design Thinking : **Co Creator Badge**
 SCRUM.ORG : **Professional Scrum Master PSMI**
 IDF Certificate : **UI Design Patterns for Successful Software**
 IDF Certificate : **Human - Computer Interaction HCI**
 IDF Certificate : **UX Management Strategy and Tactics**
 IDF Certificate : **Data Driven Design Quantitative Research for UX**
 IDF Certificate : **Accessibility How to Design for All**

COURSES

Course 2555 Developing Microsoft .NET Applications for Windows (Visual C# .NET)
 Course 2779 Developing & Implementing Microsoft SQL Server 2005 Database
 Android Development Android Development using Java

APR 2007

JAN 2007

DEC 2013

ACHIEVEMENTS & HONOUR CERTIFICATES

Appreciation Certificate for Completion of Baraem Project - Dubai Health Authority

OCT 2019

SKILLS

Computing

DIGITAL MARKETING:

SEO,Social Marketing ,E-mail Marketing

USER EXPERIENCE & TESTING :

Sketch, Invision,Miro, Wireframing, Prototyping,User Research , AB Testing , Usability, Figma
 TFS, JIRA, Slack,hotjar , Selenium Automation,Notion , Adobe XD,Data Visualization .

ANALYTICS

Google Analytic, Power BI , Tableau.

PROGRAMMING:

Android Java, JSON, ASP, PHP, net.ADO, EDP-OOP,R ,Python,ML ,AI , Prompt Engineering.

.NET :

C# , ASP.NET

SECURITY

Ethical Hacking , Pen-testing.

DATABASES

MYSQL, MS SQL Server R1.

WEB DESIGN

Bootstrap, Sass-Less, AJAX , JQuery, Dreamweaver, AngularJS, Wordpress, CSS3, JS, HTML5.

MEDIA/MOTION/GRAPHICS

Blender 3D , Premiere, Flash, Indesign , Aftereffects, Illustrator, Adobe Photoshop .

OPERATING SYSTEM

Linux , OS Mac, Windows.

Training & Internship & Volunteering

AbuDhabi Film Festival 2014

VOLUNTEER - IT DEPT

Icons

WEB DESIGNER TRAINEE - WEB DEVELOPMENT DEPT

Petrojet

TRAINEE - IT DEPT

Languages

Arabic : NATIVE

English : ADVANCED

French : BEGINNER

Location : UNITED ARAB EMIRATES, DUBAI

Date of Birth : MARCH 1985

Marital Status : SINGLE

Driving licence : VALID UAE LICENSE