



EXPERIENCE 4 + Years

SKILLS User Study and Research | UX Strategy | Digital Illustration | User Interaction Design | Prototype

TOOLS • Figma • Illustrator • Adobe XD • Sketch • Invision • Miro • Canva

PROJECT EXPERIENCE

1. User Experience for a Telecom company in Saudi Arabia | 2025

Worked with Saudi's leading telecom company to transform its app into an AI-powered experience. Features include speech-to-text, automated travel assistance, a conversational bot, and seamless third-party integration etc, shaping the future of telecom innovation. Designed for seamless data visualization, this AI-powered app simplifies processes, guiding users effortlessly through every step – even first-timers.

**My Role** - Spearheaded the project by crafting user-centric UX journeys that simplify the experience for traveling users. Implemented innovative features to streamline workflows, allowing for quicker actions and improved efficiency. Revamped the UI to enhance navigation and visual consistency, ensuring alignment with the brand's identity and user expectations. Focused on optimizing design to boost engagement and create a more seamless, intuitive experience.

- Key Domain
- Homepage
  - Chatbot (AI-Generated)

2. User Experience for a Trading company in Saudi Arabia (Trading platform) | 2024

This trading platform in Saudi Arabia connects developers, contractors, and suppliers within a unified ecosystem, facilitating seamless collaboration and supporting small-scale businesses throughout the construction process.

**My Role** - Led the project by designing and defining new user experience (UX) journeys to clearly communicate the trading process to the client. Introduced innovative features to streamline workflows, enabling quicker actions and enhancing overall efficiency. Refactored the UI to ensure intuitive navigation and a seamless visual experience, aligning with the brand's aesthetic and user needs. Drove the project's success by optimizing both the functionality and design to improve user engagement and satisfaction.

- Key Domains
- Dashboard (Supplier & Developer)
  - Homepage
  - Product listing page
  - Product details page
  - Market Insights
  - Products Auction page

3. User Experience for a Bank in South Africa (Finance /Super App) | 2023

A super app that integrates payment, banking, and e-commerce services for both merchants and customers. It connects consumers and businesses, offering a seamless, efficient, and contextual experience.

**My Role** - Led a multidisciplinary squad focused on insurance and grocery verticals, closely with multiple teams of 5+ professionals from the client's side to drive both B2B and B2C user journeys. Spearheaded the design of end-to-end workflows, aligning the full ecosystem of buyer and seller interactions to ensure a cohesive and seamless experience. Conducted A/B testing journey iterations to refine and optimize user interfaces, driving data-driven decisions that enhanced usability and conversion rates by 30%.

- Key Domains
- Insurance (Funeral & Home)
  - Payments (Wallet)
  - Credit Journey
  - Vouchers and Prepaid payments
  - E-commerce (PLP/PDP)

4. Re-designing & Strategizing at an International Tyre company (Automobile) | 2022

This project required the team to practice design thinking, strategize for a new visual design system, also focus on brand positioning and ease of information through bringing out solutions in every step and making the user journey more simple and seamless.

**My Role** - Led the design of new experiences within existing flows, introducing innovative features to enhance user experience. Partnered with 4+ design squads and clients to ensure alignment with business goals and user needs, optimizing interactions and maintained design consistency.

- Key Domains
- Design components
  - Wireframe Iterations
  - Research analysis Mobile + Desktop (Property Affordability calculator)

5. User Research & Re-designing for Biba (E-commerce) | 2020

Revamp of responsive web experience for ensuring ease of use, simpler categorization, integration, creating awareness of every touch point that makes up the overall experience of the brand memorable. Worked on Omni-channel experience strategy for a better and clear understanding of the customers requirements.

**My Role** - Partnered with the team to prioritize user needs across the product lifecycle, from ideation to post-launch. Led design restructuring and strategy development, integrating market insights and the latest UI features to deliver a visually compelling, cutting-edge user experience.

- Key Domains
- Homepage
  - Payment page
  - PLP/PDP
  - Visual components and moodboard

6. Strategy Design & Re-vamping for an Indian Insurance company (Finance) | 2022

Key touch points were optimized to ensure a user-friendly experience with minimal cognitive load, facilitating easier decision-making for loans, cross-sells, upsells, and customer service.

**My Role** - Worked with the team to revamp the finance journey into a responsive website, focusing on content organization, dashboard design, competitive benchmarking, UX wireframes, and user testing to optimize the overall user experience.

- Key Domains
- Registrations journey of customers
  - Onboarding customers into new insurances
  - Interface correction
  - Content update

7. User Research & User Experience for a Global app (Merchant App) | 2021

ISG is a merchant app developed through in-depth customer research, benchmarking, and competitive analysis. It offers seamless solutions for merchants and connecting them with customers.

**My Role** - Worked with the team to create User journeys and mood boards, select appropriate UI components, and define user flows. Conducted research on merchants who speak local languages to ensure inclusive design and usability.

- Key Domains
- Categorization
  - Wireframe Iterations
  - Research analysis

8. User Interaction for a Global Group (Consultancy Group) | 2020

I worked with the team on Boston Consultancy Group. The brief was to focus on screens and dashboard journey with the help of complex data and design components that focused on equity, debts, trading facilities and other assets accessible across the nation.

**My Role** - Worked with the team to implement daily design updates, incorporating UI elements based on evolving market and trading requirements.

- Key Domains
- Dashboard
  - Analytical study on complex data
  - Categorization