

Professional Summary

Senior UX expert with over 8 years of experience in designing and developing user-centered products and services. Proven ability to lead and manage UX teams, as well as work independently to deliver high-quality results. Expertise in a wide range of industries, including healthcare, finance, technology, and education. Passionate about creating intuitive and impactful digital experiences.

Core Skills

User-Centered Design
UX Leadership and Management
Strategic Planning
Business Development
Creative Problem Solving
Content Architecture
Agile Methodologies (Scrum)

Education and Certifications

Education

Bachelor of Business Administration (BBA)

BIRZEIT UNIVERSITY

CIU UX Certified (ULB, UCLouvain, UNamur, UMons)

UNIVERSITÉ LIBRE DE BRUXELLES

1988 – 2001

De La Salle College Frères High School – Amman, Jordan (1988-1997)

Latin Patriarchate of Jerusalem High School – Beit Jala, Palestine (1997-1999)

The Greek Catholic School of Our Lady Annunciation High School – Ramallah, Palestine (1999-2000)

Arab Evangelical Episcopal School High School – Ramallah, Palestine (2000-2001)

Certifications:

CIU UX Certified (ULB, UCLouvain, UNamur, UMons)

DELFI, DELF II, DELF III, DELF IV

General Secondary Education Certificate Examination

XXXXXXXXXXXXXXXXXX

**Native-level proficiency in English and Arabic,
with working knowledge of French and Dutch**



MY EXPERIENCE

Hadara Technologies

Marketing & Content Officer (2002-2007)

- Developed and executed digital marketing strategies to increase brand awareness and customer acquisition.
- Managed content creation for the company's online platforms, including the website and social media channels.
- Collaborated with cross-functional teams to enhance customer satisfaction through improved user interfaces and online services.
- Monitored industry trends and adapted the company's digital presence to stay competitive in the market.

United Securities

Marketing Manager (2007-2009)

- Developed marketing campaigns to promote United Securities' stock trading services to a wider audience.
- Conducted market research to identify customer needs and preferences, translating findings into actionable marketing strategies.
- Managed relationships with key financial stakeholders, investors, and partners to ensure alignment with company goals.
- Led the creation of promotional materials and digital content to engage both local and international clients.

Creative Technologies

Founder & CEO (2009-2023)

- Led the development and execution of high-impact digital marketing campaigns for clients across multiple industries, including healthcare, finance, and retail.
- Managed a team of creative professionals, including designers, marketers, and developers, to deliver comprehensive solutions.
- Collaborated with clients to understand their unique needs and provided tailored marketing and design strategies to help them achieve business goals.
- Oversaw the financial performance and growth strategy of the agency, ensuring long-term sustainability and profitability.
- Built partnerships with international clients and expanded the agency's presence in the MENA region.

ABCTeam

User Experience Specialist (2016-2024)

- Led the design and optimization of user experiences for client websites and digital platforms.
- Conducted user research and usability testing to gather insights and identify pain points, ensuring solutions were aligned with user needs.
- Collaborated with developers, designers, and product managers to create cohesive, user-friendly interfaces.
- Developed wireframes, prototypes, and user flows to guide the development of digital products from concept to launch.
- Improved conversion rates and user engagement through continuous testing and refinement of user interfaces.

TRANSFORMING IDEAS INTO USER-CENTRIC SOLUTIONS

Conducted comprehensive user research and testing to identify user needs, behaviors, and pain points.

Created wireframes, mockups, and prototypes to effectively communicate design ideas while collaborating with cross-functional teams.

Expert in designing intuitive, user-centered interfaces for web and mobile applications.

Proficient in a variety of tools and software to support all User Experience (UX) needs.

Strong ability to anticipate future technology trends and assess their potential for new applications.

Extensive experience in diverse industries, including Metaverse, Telemedicine, Transportation, Recycling, Social Work, Hospitality, and Hotels.

Led the development of **Medico**, a telemedicine platform transforming healthcare delivery in Sweden.

Designed **Skidpick**, a transportation innovation that makes trucking more accessible in Palestine.

Conceptualized **Sholabis**, a sustainable platform that connects users to quality second-hand clothing in Palestine.

Implemented the HIS System for the **Red Crescent of Palestine**, a leading healthcare organization.

Developed the **Augusta Victoria Hospital** website, showcasing the facilities of a renowned medical center.

Conceived **Nabeeh**, an innovative portal connecting handymen with customers in need.

Managed the development of **MEB**, a news platform providing in-depth coverage of both America and Palestine.

Demonstrated expertise in a variety of projects, including work for **Akkadini** and others.

Continuously tested and iterated designs to ensure optimal user experience.

Excellent communicator with a strong understanding of client requirements and business objectives.

Collaborated with developers and cross-functional teams to ensure final products aligned with user needs and business goals.

Proven ability to work independently and within team environments.

Strong problem-solving skills and a keen attention to detail.

Demonstrated leadership and management skills with the ability to prioritize and handle multiple projects.

A proactive approach to design, always striving to improve and optimize user experience.

Passionate about technology and design, with a commitment to staying current with industry developments.

Dedicated to delivering high-quality results and consistently exceeding client expectations.

User Experience Report

Recruiters Overwhelmed with CVs

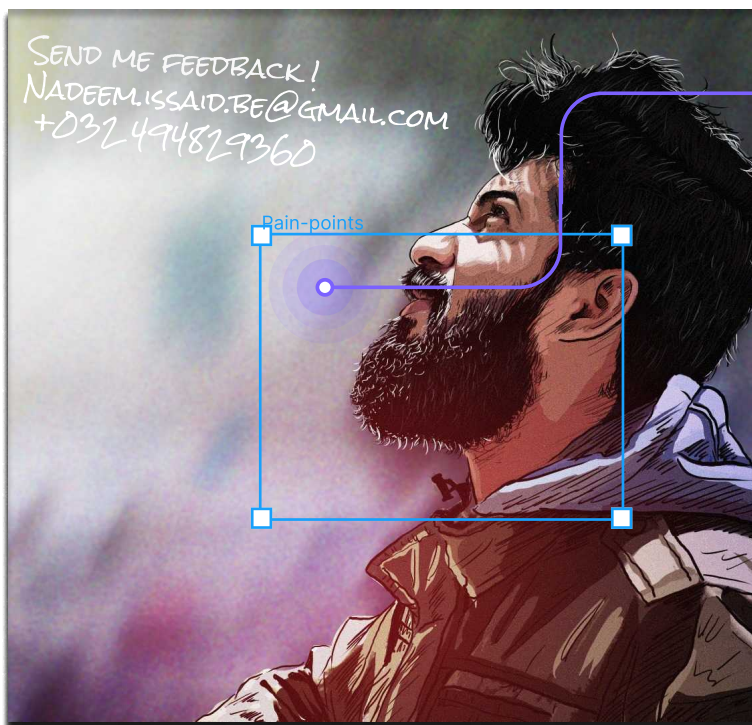
As a UX researcher, I investigated the common challenges faced by recruiters when handling large volumes of CVs. The goal was to pinpoint key pain points and suggest potential solutions to ease the burden on recruiters.

The Solution: A Comic Book CV

- Enhanced storytelling and engagement
- Unique and memorable format
- Efficient information absorption
- Showcases creativity
- Accessibility considerations
- Balanced visuals and content

Benefits:

- Increased candidate differentiation
- Enhanced engagement and screening efficiency
- Supports employer branding



User Experience Report

Recruiters Overwhelmed with CVs

As a user experience (UX) researcher, I have conducted an investigation into the challenges faced by recruiters when handling a high volume of CVs. The objective was to identify pain points and propose potential solutions to alleviate the burden on recruiters.

The Solution: A Comic Book

- Enhanced storytelling
- Uniqueness and memorability
- Efficient information absorption
- Showcasing creativity
- Implementation Considerations
- Accessibility
- Balance between visuals and content:

COMIC CURRICULUM VITAE

Click Here















Home/Men/Women/Kids

Apron Dress
New! Smart Dress

not new with size is right? (100% real) (100% real)

Free shipping, and no hassle returns, only with SHOlabis

SUPERSTAR DRESSES
RMP ~~699.00~~ (Price of all items)

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Services

What Can You Do

Buy Sell Donate

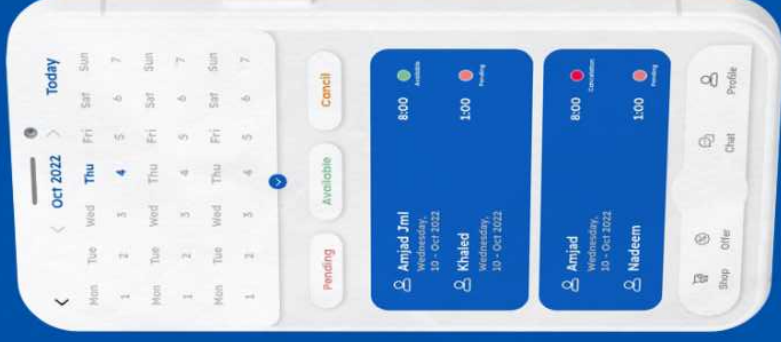
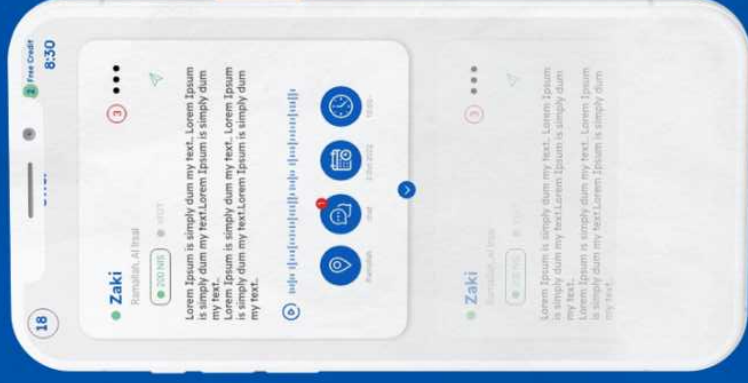
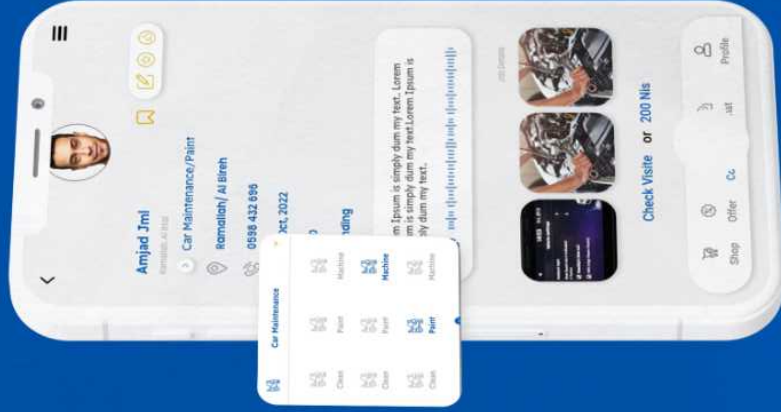
level led to manage the business. Deal with the marketing while also taking fashion courses, Styling & V&A.

After declaring about 7 years of hard work to the boutique we decided that this journey must come to an end.

The funny thing is, at age 34 while I was studying Fashion Equations at Shantari I realized that much time I was more involved in fashion, the more I got distanced. But I still had to come up with an idea for the final project, while I was talking to a relative of mine who's a successful businessman today, about the idea he shared with me his personal story about how he used to wear good clothes, run through his affairs and used to patch torn clothes, his struggle helped me shape the idea to try and help people in need and prevent them to go through this as much as possible.

from a real, Alopathologist to a very smart consumer and the rest is history.







Branding



Medico: Create your account, search, and book and be diagnosed by doctors in their medical offices and make continuous treatment via Videos/Audio calls

