.Alaa Lafi Ahmad -:

SR UI/UX DESIGNER | FRONT-END DEVELOPER

Summary:

As a seasoned UI/UX designer with 15+ years of experience, I have a deep understanding of user-centered design principles, information architecture, and interaction design. I have a proven track record of creating visually appealing and intuitive user interfaces for various digital products and platforms. I am proficient in conducting user research, gathering requirements, and translating them into wireframes, prototypes, and final designs that effectively meet user needs and business objectives.

Additionally, my expertise extends to front-end development, which enables me to bridge the gap between design and implementation. I have hands-on experience with HTML, CSS, and JavaScript, allowing me to turn design assets into functional and responsive user interfaces. This proficiency in UI development enables me to collaborate seamlessly with development teams, ensuring that the design vision is accurately translated into the final product.

Throughout my career, I have successfully led design projects, collaborating closely with cross-functional teams to deliver exceptional user experiences. I am skilled in using industry-standard design tools such as Sketch, Adobe Creative Suite, InVision, and Figma.

As a Senior UI/UX Designer | UI Developer, I bring a comprehensive skill set that combines design thinking, prototyping, and front-end development. I am adept at working in agile environments, advocating for user-centered design practices, and balancing technical feasibility with design considerations.

I am excited about the opportunity to contribute my skills and experience to your company. I am confident that my passion for creating exceptional user experiences, coupled with my ability to bridge the gap between design and development, will enable me to make a significant impact on your organization.

Experience

12/2022– Until Now – SR UI/UX DESIGNER | FRONT-END DEVELOPER

National Events Center – KSA

www.nec.gov.sa

Overview:

• driving a user experience from start-to-finish that delivers results, connects emotionally.
• Obsessed with good user-centered design practices and have an eye for detail.
• creating and revising information architecture documents and diagrams including but not limited to: content diagrams, content maps, wire frame diagrams, comprehensive diagrams and static prototypes.
• Passionate about understanding (and keeping the team and clients in formed about) current and emerging UX/UI trends.
• Fluent in responsive design, mobile/tablet UI UX
• Impeccable skills visual and motion design preferred.
• Researching and analyzing industry UX/UI trends and competitor sites and strategies.

• Create and revise information architecture documents and diagrams including but not limited to: content diagrams, content maps, wire frame diagrams, comprehensive diagrams and static prototypes.
• Directing ongoing usability testing and assessment.
• Working with client and project teams to complete the information architecture and interface development processes for new production projects including site map, wire frame layout and template development/testing (browser and platform compatibility) while maintaining quick page load times.
• Working with internal and client team design and build user-friendly forms/ applications/interfaces based on functional specifications.
• Participating in key internal meetings including weekly status updates and planning sessions.
• Documenting ongoing progress, code migrations and status on work assignments in Basecamp (or similar project management software) and communicates these updates during daily status.
• Conduct & Facilitate requirements, design, and implementation reviews.
• Review user adoption of deliverables and acceptance testing.
• Ensure all versions of project UX/UI documents are complete, current, and stored/ archived appropriately.
• Presenting all documentation to internal teams and clients.

❖ **9/2015 – 12/2022 –** SR UI/UX DESIGNER | FRONT-END DEVELOPER

   Riyadh Municipality – KSA www.alriyadh.gov.sa

❖ **6/2012 - 9/2015 –** Senior Web Designer
   Qatra Group – KSA
   www.qatragroup.com

❖ **03/2011 –6/2012 -** Senior Web Designer
   Kasha (Trans Middle East International Distribution Co. Ltd.) – Jordan.
   www.kashaonline.com

❖ **12/2006 – 03/2011 -** Web Designer
   Athar Solutions - Jordan
   www.atharsolutions.com

Educational & Certificates

❖ B.Sc degree in Political Science and Economic (2006) Yarmouk University-Jordan   *www.yu.edu.jo*
❖ Secondary Education, Scientific Stream.Irbid Secondary School-Jordan
❖ Certificate as Responsive Web Design,300 Hours, *freecodecamp.org*
❖ Certificate as UI/UX with Adobe XD online, *Udemy.com*
❖ Certificate as of How to Build a Mobile app Prototype Fast and Easy online, *Udemy.com*
❖ Certificate as UX Specialist Certificate, *Edraak.org*
❖ Course of ITIL® Foundation, *Riyadh Municipality*
❖ Course of Training of Trainers (TOT) Certificate

Skills

Personal Skills:

- Ability to self-learning.
- Ability to work with team.
- Excellent communication skills.
- Full ability of following up and tracking with clients in professional business form.
- Ability to work under pressure.

Technical Skills:

Design	Interface Design	Front-End Development
Typography	Website Design	HTML
Grid Systems	Application Design	CSS
Hierarchy	Product Design	Javascript/Jquery
Color Theory	Mobile / Tablet / Desktop	Responsive Design
Illustration	Icon Design	Scalable Modular HTML/CSS
Brand Identity	Designing in the Browser	Bootstrap

Research	Software
User Personas	Adobe XD, Figma
Data Analysis	Adobe Creative Suite
Questionnaires	Sublime/Coda/Brackets
User Testing	Command Line
User Interviews	MS Office
Competitor Analysis	

Personal Data

Name: Ala'a Asaad Lafi Ahmad.

Website: www.alaalafi.com

Date of Birth: March 21, 1981.

Marital Status: Married.

Nationality: Jordanian.

Contact Info Mobile: +966-549800056.
E-Mail: 3la2.lafi@gmail.com

Address: Olaya , Riyadh , KSA

Languages

Arabic: Native language

English: Reading, Writing (Very Good)

Transfer

Iqama Transfer Available

References

Available upon request.