

GHAITH AKKAD

UX Design Manager

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Summary

Award-winning talented (Best UX Design in Dubai 2016) and competent hands-on UI/UX (User Experience / User Interface) expert with an enriching experience of over 15 years.

Experience

UX Design Manager

Etisalat UAE

2017 - Present

- coordinating between the business department and 8 different teams in IT to unify the user experience across all the channels.
- Support and design over 15 systems.
- Conduct usability testing such as (A/B, moderated, and unmoderated sessions) to optimize the UX.
- Building an outstanding team of 5 designers and 3 front-end developers.

Main achievements:

- Reduce the Average Handle Time (AHT) by 65% by enhancing the UX of the CRM system.
- Create new initiatives to help the agents and the customers to reduce the queue time by 75%.

Senior UI / UX Designer

Advance Digital Media

2015 - 2017

- Gather requirements, and user research and create ideas.
- Creating an impressive user-centered design, information architecture, wireframes, and high-fidelity designs.
- Convert the design to pixel-perfect HTML code.
- Keep enhancing the UX using testing methods.

Main achievements:

- Merge 7 different platforms into one, in 2 months only.

UI / UX Design Lead

Picasso Interactive

2011 - 2015

- Led the creative design team of 4 designers.
- Creating new ideas and solutions for the customers.
- Learning new technologies to target our potential customers.

Main achievements:

- Won the best UX Design in Dubai 2016 for showtimes.ae.
- Set up the first augmented reality applications in Dubai.

Web Designer & Developer

Awal Solutions

2008 - 2011

- Web design and develop all the websites for GCC clients.

Flash Designer and Programmer

Data-CD















2003 - 2008

- Design and develop websites and company introductions using the flash application.

Main achievements:

- Design and develop the first 360 virtual tours in my country using Flash and Photoshop.

Skills

UI / UX Design	User Experience (UX) User Experience Design (UED) Interaction Design	User Interface Design Product Design
UI / UX Design Tools	 Figma  Sketch  Zeplin  Adobe Photoshop	 Adobe XD  InVisionApp  Adobe Illustrator
UI Development	 HTML 5  jQuery	 Cascading Style Sheets (CSS)  JavaScript
Agile team management	 Jira	 Bitrix24
JS frameworks	 Angular	

Education

Bachelor, Computer Science, and Engineering - Software Engineering Department

Aleppo University, Informatics Engineering.

Institute, Information Technology, and Business Administration

Tishreen University, Computer Engineering.

Honors & Awards

The Best App UX Design in Dubai - Shortlist Middle East

Jun 2016

Monthly Excellence Award - Etisalat

2018 - 2019

Scholarship in Software Engineering Faculty - Aleppo University

2006

Languages

English: Fluent

Arabic: Native