Abdullah Aqrabawi

Product Design and Management
Digital Transformation | Digital Design | Product Owner

UAE Golden Visa Holder

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Visit my portfolio
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SKILLS

Product Design
Design Strategy
Design System
Agile Scrum Master
Mobile Applications
Website design
Services Design
SaaS Design Specialists
Design Quality Control
Team Management

UX UI Design
Information Architecture
User Research
Competitive Analysis
Wire-framing (Low/High fidelity Design)
Prototyping and Testing (UserTesting Platform)
User Journey
User Mapping
Interface Design
User Journey

Digital Design
Branding and Visual Identity
Video Production
Professional Presentation
Infographic Design

Digital Transformation
B2B / B2C / G2C / G2B / G2G
Digital-focused design
Digital Experience Transformation

CX and B2B Marketing
Customer Experience Strategy
Communication and Customer Engagement
Customer Journey Mapping
Benchmarking Analysis
Feedback Analysis
Marketing Campaigns
Market Research and Trends
Quality Control and Brand Consistency
Analytics and Optimization
Web Administrator

Project Managment
Product Strategy
Agile Scrum Master
Research and Analysis
Benchmarking Analysis
KPIs Performance indicators
MVP Mindset

LANGUAGE

Arabic Native
English Fluent

EDUCATION

Bachelors Graphic Design
Philadelphia Private University

Master in Digital Marketing and eCommerce
Escuela de Negocios Europe de Barcelona - ENEB
Expected in 2025

LATEST CERTIFICATES

- Market Research: B2B
- B2B Marketing Foundations
- Aha! Product Management Professional Certificate
- Product Managment First Step
- MIT xPRO, Designing and Building AI Products and Services.
- AI and Machine Learning for Everyone.
- Azure: Understanding the Big Picture.
- Interaction Design: Dashboards and Visualization.
- Interaction Design: Flow.
- Empathy in UX Design.
- Information Security Awareness.
- Mobile Design and Development.
- Accessibility: How to Design for all.
- Agile Scrum Master.
- Accessibility Specialist WCAG 2.0
- Google Design Sprint Workshop

PROFESSIONAL EXPERIENCE

AiFlux - (Joint Venture) Lamprell and G42 01/2022 - Until Present
Product Lead (CX UX UI) Design | Product Management

We are building SaaS platform solutions utilizing cloud computing, artificial intelligence, machine learning, and IoT applied to specific industrial domain applications.
AiSquared product is a modular AI-powered digital platform centered around engineering and inspection domain knowledge, providing access to accurate asset integrity management data to ensure compliance and safety at all asset levels.
SiteFlux product is a digital platform that allows supervisors/managers to monitor and manage complex work sites and fields to improve efficiency alongside safety, reducing the risk of costly mishaps. **I am leading and managing the Product Design (UX UI), Digital Marketing, Customer Experience (CX) of AiFlux.**

- Define and communicate the product's overall vision and goals, aligning them with the company's objectives and customer needs.
- Awareness product roadmap outlining key features, milestones, and release dates, ensuring alignment with the product strategy by collaborating with stakeholders, customers, and development teams to gather and prioritize product requirements and user stories.
- Develop the information architecture, including defining the structure, navigation, and organization of content or features within the product.
- Work closely with cross-functional teams, including, Product Manager, Development Teams, and QA, to ensure smooth product design and delivery.
- Monitoring and Analytics key performance indicators (KPIs) and use analytics tools to track product performance, user engagement, and user behavior.
- Keeping up-to-date with industry trends, design tools, and emerging technologies to ensure the design team remains innovative and competitive.
- Continuously gather feedback from users and stakeholders and iterate on the product to improve its functionality and user experience.
- Building the product design system, user interface (UI), information architecture, persona, wireframe, user journey map, and user experience (UX) process.
- Company marketing and advertisement for social media/Events and all the printout and digital material design, including creating lead generation companies, and email companies, in addition to company website design, admiration, and development on WordPress.

FAB - First Abu Dhabi Bank 10/2021 - 01/2022 - Fixed contract
UX UI Product Lead | Product Management

Responsible for building and managing the NHL (National Housing Loan) Mobile App and KSA Mobile App, creating the UI design, user journeys map, and UX implementation for the new requirements on an agile basis, and leading the Product Design Process, Digital Marketing, Customer Experience (CX).

- Define and communicate the product's overall vision and goals, aligning them with the company's objectives and customer needs.
- Presenting design concepts and rationale to stakeholders incorporating their feedback into the design process and evaluating and prioritizing features and enhancements based on customer feedback, business value, and technical feasibility.
- Identify strategic opportunities and innovative solutions by analyzing data from various sources.
- Organize user testing sessions to gather feedback on prototypes and early product versions, making iterative improvements based on user input.

ADNOC (Gas Processing) 01/2020 - 10/2021
UX UI Product Design Specialist | Project Management - PMO Office

I was responsible for building, Managing, and overseeing the process of UI UX design of ADNOC GAS (Gas Processing) products including the UCP Project, Smart Employees Mobile App and web, Sitecore websites, HSE Health Mobile App, Power BI dashboards, and designing a professional presentation to support the products and projects leads and senior management. Furthermore, I worked for the PMO (Project Management Office) to plan, implement, and design the communication plan for the SAP ONE ERP project on the ADNOC corporate level.

- Leading the design process of IT Division for internal and external digital products.
- Creating and implementing data visualization designs by Power BI interactive reports/dashboards.
- Presenting design concepts and rationale to stakeholders incorporating their feedback into the design process and evaluating and prioritizing features and enhancements based on customer feedback, business value, and technical feasibility.
- Prepare and design high-quality presentations to present work status, and plans for management.
- Define and communicate the product's overall vision and goals, aligning them with the company's objectives and customer needs.
- Communicating scenarios, end-to-end experience, interaction models, and screen designs to stakeholders.
- Developing and implementing a design strategy that aligns with the overall product or project goals. This may involve conducting research and analysis to inform design decisions.
- Develop the information architecture, including defining the structure, navigation, and organization of content or features within the product.

Dubai Municipality 01/2015 - 01/2020
UI UX Specialist | Senior Analyst | Accessibility Specialist | Project Management - PMO Office

I was responsible for building, Managing, and overseeing the process of UI UX design of entire Dubai Municipality products and projects including the Public Portal, Services Catalogue, Smart Employees Mobile App and web, all the other websites, Tableau dashboards design...etc., as well as designing a professional presentation to the senior management. Furthermore, I worked for the PMO (Project Management Office) to implement, and design the communication plan for the internal project impact.

- Leading the design work of the (IT Department) for internal and external digital products.
- Building scenarios, customer journey maps, prototyping, and creating UX/UI mockups.
- Develop the information architecture, including defining the structure, navigation, and organization of content or features within the product.
- Ensure WCAG 2.0 AA accessibility criteria AA compliance implemented on all products.
- Presenting design concepts and rationale to stakeholders incorporating their feedback into the design process and evaluating and prioritizing features and enhancements based on customer feedback, business value, and technical feasibility.
- Work and manage the design work of the digital transformation initiatives.
- Create visually appealing designs for various marketing materials, including brochures, posters, banners, social media graphics, email campaigns, and advertisements.
- Ensure that the designs align with the brand identity and messaging guidelines.
- Efficient time and team management skills to meet project deadlines and deliver high-quality work consistently.

Reach Group 01/2011 - 01/2015
Senior Digital Designer | Senior Business Analyst

I was part of the Dubai Government's digital transformation acceleration program, where my role involved creating customer journey maps, developing prototypes, crafting mockups, and conducting business analyses for interactive services and user interfaces across various government entities, including Dubai Municipality, Dubai Police, Dubai Health Authority, Smart Dubai, and RTA.

Arab Bank 01/2010 - 01/2011 - Outsourcing Contract
Service Designers | Business Analyst

Building backend user finance (FinTech) services platform to accelerating the digital transformation of Payment, Money Transfer, and User User Authentication and Authorization.

GSS America (GSS InfoTech) 09/2008 - 01/2010
Senior Website Designer | Business Analyst
Accelerating the digital transformation initiatives within the government departments of Dubai.

Yadonia Group (On Site) 06/2007 - 09/2008
Designers Team Leader | Website / Graphic Designer
Designers team leader with full responsibility for work delivery.

E-Art Consulting FZ LLC (On Site) 10/2005 - 03/2007
Graphic / Multimedia Designer
Multimedia/ Graphic designer with website experience.