# Abdullah Aqrabawi

Digital Experience Designer | Product Management
(CX UX UI) Marketing Strategy | Digital Transformation

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## OBJECTIVES

Experienced Senior Digital Experience Manager CX UX UI, marketing, and Digital Transformation with a robust background in digital solutions and customer-centered design, specializing in creating impactful, functional, and visually engaging digital products.

Proven track record in leading digital transformation projects that drive customer engagement and business growth, with expertise in developing comprehensive digital strategies, intuitive interfaces, and digital designs.

## EXPERIENCE

### CB Innovation Service
**Design and Digital Experience Manager**                                        **10/2024 – Until Present**

Managing and developing the digital product portfolio by employing customer-centric and user-centric methodologies, optimizing the user journey, and streamlining the user experience for enhanced usability and engagement.

- Developed and executed digital experience strategies aligned with business objectives, enhancing user engagement across web, mobile, and other digital touchpoints.
- Conducted in-depth user research and usability testing, creating detailed personas and customer journey maps to drive user-centered design and customer-centric experience.
- Collaborated with cross-functional teams (marketing, product, design, IT) to deliver cohesive digital experiences, managing project roadmaps and stakeholder communications.
- Analyzed digital performance metrics, utilizing analytics tools (e.g., Google Analytics, Hotjar) to identify improvement opportunities.
- Develop a unified product design system that integrates all products, streamlining the design and user experience across all solutions.
- Managed implementing and optimizing digital platforms (CMS), ensuring scalability, security, and top-tier performance across devices.
- Drove user engagement through omnichannel strategies, including (e.g. email marketing, Lead Generation, Market Research & Analytics, and push notifications).
- Ensured compliance with legal requirements, prioritizing accessibility and inclusive design of digital assets.
- Fostered a culture of continuous improvement, utilizing user feedback and data analysis to refine digital experiences.

### AiFlux Limited – Abu Dhabi, UAE
**Digital Experience Specialist | Product Management**                            **01/2022 – 07/2024**

I led the digital experience of AiSquared (Asset integrity management) and SiteFlux (Health and Safety, and Productivity), using AI, ML, and IoT technology for data-driven engineering solutions. I handled product design, marketing, customer experience, product management, and delivery ensuring alignment with the company's vision and customer needs while overseeing feature definition and cross-team collaboration. I also managed marketing, and feedback integration to enhance AiFlux's competitiveness and product growth.

- Define the product's overall goals, aligning them with the company's objectives and customer needs.
- Awareness product roadmap with key features, milestones, and release dates, aligned with strategy through stakeholder collaboration and prioritized user requirements.
- Develop, manage, and unify a design system that seamlessly integrates all products across various devices, ensuring responsive design and a consistent user experience across all solutions.
- Develop the information architecture within the product, including defining the structure and navigation.
- Work with cross-functional teams, e.g. Development Teams, and QA, to ensure smooth product delivery.
- Monitoring and Analytics key performance indicators (KPIs) using analytics tools to track product performance, user engagement, and user behavior.
- Continuously gather feedback and iterate to enhance product 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 – Abu Dhabi, UAE
**UX UI Design Strategy | Product Management**                          **10/2021 – 01/2022**

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.

### ADNOC Group – Abu Dhabi, UAE
**UX UI Design Specialist | Product Management**                          **01/2020 – 10/2021**

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.

- Creating and implementing data visualization designs by Power BI interactive reports/dashboards.
- Presenting design concepts to stakeholders, integrating feedback, and prioritizing features based on customer input, 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.

### Dubai Municipality – Dubai, UAE
**UI UX Specialist | Senior Analyst | Accessibility Specialist | Project Management**       **01/2015 – 01/2020**

I led the UI/UX design for all Dubai Municipality projects, including the Public Portal, Services Catalogue, Smart Employee App, internal websites, and Tableau dashboards. Additionally, I created senior management presentations and collaborated with the PMO to design the internal project communication plan.

- 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 is implemented on all products.
- Work and manage the design work of the digital transformation initiatives.

### REACH Group – Dubai, UAE
**Senior Digital Designer | Senior Business Analyst**                          **01/2011 – 01/2015**

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 – Dubai, UAE
**Service Designers | Business Analyst**                          **01/2010 – 01/2011**

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

**GSS America (GSS InfoTech) –** Dubai, UAE
**Senior Website Designer | Business Analyst**                      **09/2009 – 01/2010**

Accelerating the digital transformation initiatives within the bank fields and government departments' finance.

**YADONIA Group –** Amman, Jordan
**Designers Team Leader | Website / Graphic Designer**            **06/2007 – 09/2009**

Designer team leader with full responsibility for work delivery.

## EDUCATION

### YouView London University                                           2024

Major: Diploma in Project Management

### MIT xPRO                                                            2022

Major: Designing and Building AI Products and Services.

### Philadelphia Private University                                     2005

Major: Graphic Design

## LICENSES & CERTIFICATIONS

SCRUM-Fundamentals ● SixSigma Yellow Belt ● DevOps ● Microsoft Project 2013 ● Market Research: B2B, B2B Marketing Foundations ● Aha! Product Management Professional Certificate ● Product Management: Build a Product Strategy ● Technical Product Management PMI ● Product Management First Step ● 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.

## SKILLS AND ABILITIES

### Product Management
Customer & Market Research ● Product Launch (GTM) ● Product Owner ● Product Strategy ● Design System Management ● Agile Scrum Master ● A/B Testing Design ● Quality Control ● Core Team Management ● Stakeholder Collaboration ● Iteration ● Agile & Scrum Methodologies ● Communication Plan

### 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 (User Testing 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 Management
Product Strategy ● Agile Scrum Master ● Research and Analysis ● Benchmarking Analysis ● KPIs Performance Indicators ● MVP Mindset ● Project Strategy ● Design System.

### Tools and Software
Figma ● FigJam ● Sketch ● Adobe XD ● Adobe Illustrator ● Photoshop ● InDesign ● Balsamiq Mockups ● Notion ● Miro ● Trello ● Jira ● Microsoft DevOp ● Microsoft Project 2021● UserTesting ● Hotjar ● Google Analysis ● Adobe After Effects ● Premiere Pro, DaVinci Resolve, PowerPoint, Keynote, Slides, WordPress, Microsite, HTML5 & CSS3 ● Flutter js ● React js ● Javascript, Bootstrap, AntDesign ● Power BI ● Tableau, Superset.

## LANGUAGES

Arabic ● English