

GHAITH AKKAD

UI/UX DESIGN MANAGER

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Summary

An award-winning UI/UX Design Manager with over 17 years of experience.

- Known for leading multidisciplinary teams in delivering products that surpass user expectations and drive business growth.
- Boosting the conversion rate by 13% using tools like Google Optimize, Google Analytics, Hotjar, Adjust, and Adobe Target, to make data-informed design decisions.
- Using tools like Figma, Sketch, and Adobe Creative Suite to create user centered design solutions.

Experience

UI/UX Design Manager, Etisalat UAE | 2017-Present

- Adopt a data-driven methodology by leveraging expertise in Google Optimize, Google Analytics, Hotjar, Adjust, and Adobe Target, driving A/B testing experiments for web and mobile apps, resulting in a 13% boost in conversion rate.
- Spearheaded efforts to develop experience standardization strategy across all platforms by closely collaborating with eight IT teams, resulting in optimization of UX through usability testing, design system, and design support for over 15 systems, leading to a 20% increase in customer satisfaction.
- Initiated and led successful strategies that reduced customer waiting time by 75%.
- Implemented process improvements decreasing the Average Handle Time (AHT) of the CRM system by 65%.

Senior UI/UX Designer, Advance Digital Media | 2015-2017

- Spearheaded the gathering of requirements, conducted user research, and crafted user-centered solutions resulting in a 50% increase in user satisfaction and a 40% reduction in user errors.
- Translated designs into HTML code, optimizing website performance and reducing page load time by 20%.
- Merged 7 different platforms into a single, cohesive platform within only two months.

UI/UX Design Lead, Picasso Interactive | 2011-2015

- Led the design team to generate innovative ideas and solutions while staying ahead of the latest technologies.
- Recognized with 'Best UX Design in Dubai 2016' award for www.showtimes.ae.
- Launched augmented reality applications in Dubai, improving customer retention by 30%.

Web Designer & Developer, Awal Solutions | 2008-2011

- Designed and developed engaging websites for GCC clients, enhancing user experience and client satisfaction.

Flash Designer and Programmer, Data-CD | 2003-2008

- Designed and developed interactive websites and company presentations using Flash applications.
- Created of the first 360 virtual tours in the region using Flash and Photoshop.

Skills

UI/UX Design: User Experience (UX), User Experience Design (UED), User Interface (UI), Interaction Design, Product Design, Wireframes, Prototyping.

UX Research: Google Optimize, Google Analytics, Hotjar, Adjust and Adobe Target.

UI/UX Design Tools: Figma, Sketch, Zeplin, Adobe Photoshop, Adobe XD, InVisionApp, Adobe Illustrator.

UI Development: HTML 5, jQuery, CSS, JavaScript.

Agile Team Management: Jira, Bitrix24, Asana.

JS Frameworks: Angular.

Education

Bachelor in Computer Science and Engineering, Software Engineering Department, Aleppo University

Institute in Information Technology and Business Administration, Tishreen University

Honors & Awards

Monthly Excellence Award - Etisalat, 2018 - 2019

Best App UX Design in Dubai - Shortlist Middle East, 2016

Scholarship in Software Engineering Faculty - Aleppo University, 2006

Languages

English: Fluent

Arabic: Native