Ahmad Khallad

UX/UI DESIGNER

PROFILE

With over 8 years of professional experience as a Senior UX/UI Designer, I'm dedicated to creating intuitive and impactful digital experiences. I possess a wide range of skills, from developing user research strategies to crafting beautiful and effective visual designs. My unwavering commitment to placing users at the heart of every design decision has allowed me to consistently deliver successful products that surpass expectations. Additionally, I stay up-to-date with the latest design trends and technologies and have an unrelenting passion for learning. I'm confident that I can make a valuable contribution to any organization that values user-centric design.

DETAILS

Birthday: **1993/11/21**

Nationality: **Jordanian**

Marital status: **Married**

Email: **Ahmad.khallad@hotmail.com**

Address: **Khalda, Amman, Jordan**

CONTACT

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TOOLS

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- InVision
- Hotjar
- Miro

SKILLS

User testing	Analysis	Information Architecture
Personas	Card sorting	User flows
Wireframing	Prototyping	Visual design

SOCIAL

Portfolio Linkedin Dribbble

Experience *8 Years*

Senior UX / UI designer and Consultant at Deloitte

Amman, Jo - October 2021 to Present

- Working with the product manager and development to create both functional and appealing features that come in line with the customers' needs
- Translating the clients' needs into user-friendly designs, as lam the voice of the clients.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Providing advice and guidance on the implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.
- Successfully integrated user testing into the development process, enabling real-time feedback for iterative adjustments to the Loyalty Program's design and functionality. This
- proactive approach significantly enhanced the final product's usability and received positive reception.

Senior UX / UI designer at Nextwo.com

Amman, Jo - October 2019 to October 2021

- Gathering and evaluating user requirements, in collaboration with product managers and engineers.
- Illustrating design ideas using storyboards, process flows and sitemaps.
- Designing full websites and apps for the Saudi customs.
- Revitalized user experience through the implementation of user testing methodologies, aiming to identify and address pain points, streamline interactions, and optimize overall usability.

UX / UI designer at Umbrella-sa.com

Riyadh, KSA - August 2018 to Feb 2019

- Build desktop apps for leading clients in Saudi Arabia
- Research, prototype, design and test products for clients
- Pioneered the use of "Zeplin" collaboration tool between designers and developers to generate style guides and resources. Automatically cutting meeting times in half.

UX / UI Designer at Ertekaz.com

Riyadh, KSA - July 2015 to August 2018

- Design whole website for governmental sectors such as: Ministry of labor of Saudi Arabia
- Build mobile applications for companies and individual clients
- Led a successful rebranding effort at Ertekaz, crafting a modern logo and cohesive visual identity, resulting in a 20% increase in brand recognition.

Education

- **Intensive UX Course by Dr. Muhanna al Muhanna**
  Amman, Jordan - Aug 2019
- **3D & Motion graphics course at Trixel studios**
  Amman, Jordan - July 2018
- **ACA - Adobe certified Associate at Graphsense**
  Amman, Jordan - May 2016
- **Bachelor's degree in Graphics at Al Zaytoona Universty**
  Amman, Jordan - May 2015