

Alaa Lafi Al-Ahmad

SR UI/UX DESIGNER | FRONT-END DEVELOPER

Summary

As a seasoned UI/UX designer with 15+ years of experience, I excel in crafting user-centric digital products for diverse sectors, Specifically the government sector, My expertise spans design principles and tools like Adobe Suite and Figma, complemented by HTML/CSS/JavaScript skills for interactive prototypes. I'm dedicated to solving user issues and improving satisfaction through a thorough design process and collaboration. Continuously learning and adhering to the latest design trends, I'm committed to delivering exceptional work and eager to contribute to your project's success.

Experience

- 12/2022 – Present / **SR UI/UX DESIGNER | FRONT-END DEVELOPER** - National Events Center
- 09/2015 – 12/2022 / **SR UI/UX DESIGNER | FRONT-END DEVELOPER** – Riyadh Municipality – KSA
- 06/2012 – 09/2015 / **Senior Web Designer** – Qatra Group – KSA
- 03/2011 – 06/2012 / **Senior Web Designer**– Kasha (Trans Middle East International Distribution Co. Ltd.) – Jordan.
- 12/2006 – 03/2011 / **Web Designer** – Athar Solutions - Jordan

Education

- 2002 –2006

Bachelor OF Political Science and Economic, Yarmouk University- Jordan

- 2002

Secondary Education, Scientific Stream, Irbid Secondary School- Jordan

Soft Skills

Self-Learning, Critical Thinking, Leadership, Time management, Art of googling, Self-Motivation, Problem-Solving, Teamwork, Communication, Searching.

Certificates

- Certificate as Responsive Web Design,300 Hours, freecodecamp.org
- Certificate as UI/UX with Adobe XD online, Udemy.com
- Certificate as of How to Build a Mobile app Prototype Fast and Easy online, Udemy.com
- Certificate as UX Specialist Certificate, Edraak.org
- Course of ITIL® Foundation, Riyadh Municipality
- Course of Training of Trainers (TOT) Certificate



Contact

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Nationality: Jordanian

Place of residence :Riyadh, Saudi

Skills

- **Design** (Typography, Grid Systems, Hierarchy, Color Theory, Illustration, Brand Identity)
- **Interface Design** (Website Design, Application Design, Product Design, Mobile / Tablet / Desktop, Icon Design, Designing in the Browser)
- **Front-End Development** (HTML, CSS, Javascript/Jquery, Responsive Design, Scalable Modular HTML/CSS, Bootstrap)
- **Research** (User Personas, Data Analysis, Questionnaires, User Testing, User Interviews, Competitor Analysis)
- **Software** (Adobe XD, Figma, Adobe Creative Suite, Sublime/Coda/Brackets, Command Line, MS Office)

Portfolio

www.alaalafi.com