

Daniel Alshriky

User Experience Designer

Over fifteen years of experience in user experience and interaction design, with practical knowledge in UX methodologies across multiple platforms.

Well versed in user experience, user interface, interaction design, and information architecture for complex systems, creating simple, intuitive and relevant products and services.

Worked in multiple industries (including aviation, education, transportation, e-commerce, fintech, and customer service), as an advisor for a number of startups, and as part of in-house design teams targeting a wide spectrum of audiences, customers, and users of various backgrounds.

Competent and experienced in working shoulder to shoulder with software developers, IT leader, and other technologist to create and deliver multiple products and services.

Work Experience

Aug 2020 – Present

Dar Al Arkan Properties / User Experience Lead

Dubai, United Arab Emirates

- Define and implement an end user support experience target and roadmap in collaboration with product owners focusing on optimizing content and its accessibility
- Leverage data analysis, user research, benchmarking, and content audits to facilitate/inform content decisions and develop best practices
- Provide best practices and guidance for user support content and their channels to help product owners achieve their goal of ensuring users get the help and information they need in a frictionless way
- Lead the development of content models, style guides, copy patterns, and information architecture
- Research and implement new experiences for end user support including AI and conversational UI tools

Jul 2018 – Aug 2020

Emirates Airline / Sr. User Experience Designer

Dubai, United Arab Emirates

- Work with airport control business, business analysts, and strategists, to create solutions that are aligned with the industry's best practices and trends, to improve services, optimize experiences of target users
- Conduct interviews, surveys, and workshops with users to verify user needs and help set and achieve business goals
- Analyze and create workflow processes, user journeys, and service blueprint
- Prepare UX improvement proposals
- Create wireframes, personas, user journey, information architecture, sitemaps, and user and industry research.
- Comprehensive analysis and review of user interface systems and highlighting probable of optimization and improvement

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Applied Skills

Sketching and wireframing

Rapid Prototyping

User experience design

User interface design

Mobile design

Branding design

Design System

Front-end development

User research and testing

Motion Design

3D product design

Software and Coding

Sketch, and Sketch plugins,

Figma, and Figma plugins

InVision App and Zeplin, Flinto and

Principle

Adobe CC (Adobe XD, Photoshop,

Illustrator, Animate, and After

Effects) Cinema 4D

HTML5, Sassy CSS, JavaScript

(React, Anime JS, GSAP, and legacy
jQuery)

Responsive layouts, Accessibility,

Cross-browser compatibility,

Performance optimization, SVG,

Animation, search engine

optimization (SEO), Font icons

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Sep 2015 – Jun 2018

Emirates Airline / User Experience Designer Dubai, United Arab Emirates

- Lead the design process and maintain visual and interaction consistency across multiple teams; work closely with designers and software developers
- Create and manage visual and behavioral guidelines, and recommendations as per enterprise application standards
- Conduct market and competitor research. Implement usability testing and user interviews
- Gathering and discovering business requirements and translating them into scenarios, interactive prototypes, and models
- Involved in creating sketches and detailed wireframes (both low and high fidelity) and other deliverables that effectively communicate the information and interaction design
- Work closely with a cross-functional teams that include operations, developers and project managers to create designs while incorporate customer feedback
- Guide and support developers to ensure the developed product aligns with the approved design
- Work closely with training teams and assist with the creation of training material

Mar 2014 – Jun 2015

Property Finder FZ LLC / UX/UI Designer and Front-end developer Dubai, United Arab Emirates

- Gather requirements from project managers and marketing team to develop UI and marketing materials (including emailers and infographics)
- Work with web specialists including web developers and graphic designers
- Conduct end-to-end process from research to UI design for a new CRM product (mycrm.com)
- Make products that are user-friendly, intuitive and appealing
- Demonstrate and receive feedback about draft sites
- Design brand identity guideline
- Work on motion design, and UI development

Feb 2011 – Mar 2014

Argaam Investments FZ LLC / UI designer and front-end developer Dubai, United Arab Emirates

- Understand the business model and business stories
- Create sitemaps, wireframes and test reports
- UI design and development.
- Work on responsive layouts throughout apply latest platforms
- Work on the browsers and devices compatibility
- Create state-of-the-art web pages in HTML5, CSS, and JavaScript

Education and Certifications

User experience (UX), User interface (UI) and Usability testing.

Interaction Design Foundation (IDF)

Higher National Diploma. (HND) in Management (British authorized association)

Project Management Professional (PMP) Training course certificate of completion.

Awards

1st Emirates Airline Najm - Bronze

2nd Emirates Airline Najm - Bronze

Featured on Behance: Branding and web design