

# Ahmed Alshair

## Digital Product Lead (UX/UI Design & Front-end Development)

Product Lead with 10+ years of experience in crafting intuitive user-centric digital products that empower communities and simplify complex workflows. Passionate about pushing boundaries and collaborating to bring innovative ideas to life. A proactive end-to-end Digital Product Engineer.

### EXPERIENCE

#### COMMUNITY CONNECT LIMITED, Malaysia

##### Product Lead

— December 2021 - Present

- ▶ Leading the redesign of COMET, boosting software efficiency by 23x and increasing Simulations deployment by 267% per workshop.
- ▶ Defining product vision, strategy, and roadmap. Scoped and prioritized activities based on business and customer impact.
- ▶ Collaborating & Driving the execution of product lifecycle and sprints.
- ▶ Translating product strategy into requirements, wireframes, and functional prototypes that prioritize features and validate product designs.
- ▶ Leading and executing end-to-end User Experience/Interface Design & Front-end development processes.
- ▶ Building simple, elegant, data-driven, human-centric digital experiences and usable intuitive user interfaces, improving them based on user testing.

#### ENERGY ACTION PARTNERS, Dubai

##### Senior Product Designer

— November 2020 - October 2022

- ▶ Leading and executing end-to-end User Experience Design process.
- ▶ Designing simple, elegant, data-driven, human-centric digital experiences and usable intuitive user interfaces, improve them based on user testing.
- ▶ Communicating digital design solutions to developers and stakeholders.

#### THE TIPPING POINT HEALTHCARE COMMUNICATIONS, Remote

##### Senior UX/UI Designer

— June 2015 - November 2020

- ▶ Successfully designed and built 40+ interactive digital e-detailing CLM presentations, websites, and adaptive web applications.
- ▶ Conducted user research and designed responsive wireframes and high-fidelity prototypes to achieve reliable effective user experiences.
- ▶ Developed maintainable cross-platform solutions and improved them based on iterative usability testing, analytics, and user feedback.
- ▶ Utilized web animations and intuitive meaningful interactions to deliver complex data as creative infographics and illustrations to users.
- ▶ Veeva certified for CLM, Approved Emails, and Engage for 3 years.

##### Web Designer & Digital Studio Liaison

— June 2014 - June 2015

- ▶ Conducted user interviews, surveys, and usability testing sessions.
- ▶ Conducted stakeholder discovery workshops, presented UX design concepts, and justified UX decisions that meet business goals.
- ▶ Designed, developed, and deployed digital products for CLM.
- ▶ Liaised with external agencies and clients for global projects.

### EDUCATION

#### VISUAL ARTS TECHNOLOGY - Bachelor's Degree with Honors

— Universiti Malaysia Sabah, Malaysia

#### MBBCh - Bachelor's Degree

— Ain Shams University, Egypt

Location: Malaysia

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### SKILLS

User Research

Information Architecture

User Flows & Journeys

Interaction Design

Wireframing & Prototyping

Design Systems

User Interface (UI) Design

Usability Testing

Heuristic Analysis

Agile & Design Sprints

Product Management

Visual Design & Illustration

Front End Development

Motion Design & Animation

### TOOLS

Figma, Sketch, Adobe XD

Adobe Creative Cloud

HTML, CSS, SASS

JavaScript, ReactJS, TypeScript, Redux, jQuery, Twig

Ai agents

Jira, Asana, Miro, FigJam

### LANGUAGES

English

— Professional/Fluent

Arabic

— Native