

# Daniel Alshriky

## User Experience and Interaction Designer

Over fifteen years of experience in user experience and interaction design, with a thorough understanding of UX methodologies across multiple platforms.

Heavily involved in UX/UI design, interaction design, and information architecture for complex systems, creating simple, intuitive and exciting products and services.

Worked in many industries, (including aviation, education, transportation, e-commerce, fintech, and customer service), as advisor for a number of startups, and as part of in-house design teams, that target a wide spectrum of audiences and users of diverse backgrounds.

Integrated 3D models with UI elements, while working closely with software developers and IT leaders to create gamified products.

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## Work Experience

Jul 2018 – Present

### Emirates Airline / Experience Design Owner

Dubai, United Arab Emirates

- Work with airport control business, business analysts, and strategists, to create solutions that are aligned to the industry's best practices and trends, to improve services, experience and performance of users, such as airport agents
- Conduct interviews, surveys, and workshops with users to verify user needs and help set business goals
- Analyze current worksite process, highlight the experience pain points, design experience, and create services mapping
- Prepare UX improvement proposals
- Create wireframes, personas, user journey, information architecture, sitemaps, and user and industry research.
- Comprehensively review GUI of complicated applications and highlight the possibility of improvement

Sep 2015 – Jun 2018

### Emirates Airline / Sr. User Experience and Visual Designer

Dubai, United Arab Emirates

- Lead the design process and manage visual and interaction consistency across multiple teams; work closely with designers and UI 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 needs to be identified from these findings
- Understand business requirements and translate 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 team that includes operations, developers and project managers to create designs; incorporate customer feedback and obtain sign-off
- Guide and support UI 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

## 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  
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

## 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

Emirates Airline Najm - Bronze  
Featured on Behance: Branding and web design