

Daniel Alshriky

User Experience and Interaction Designer

Over 12-years in the digital industry, with a thorough understanding of UX methodologies and creating highly user-centric experience across multiple platforms and multimedia.

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 transportation, education, eCommerce, FinTech, customer service, creative agencies as advisor for a number of startups, and as part of in-house design teams that targets a wide spectrum of audiences and users of different backgrounds.

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Experiences

2018 - Present

Emirates Airline / Business Analyst (UX/UI Designer)

Dubai - UAE

- Working together with airport control business, business analysts, and Strategists, we create highly usable and customer-centric solutions that are aligned to the best practices and trends, to improve services and experiences for the users and performance of airport agents.
- Conduct interviews, surveys, and workshops with user to verify business goals and users needs
- Analysis current process in the worksite and create experience and services mapping and highlight the experience pain points.
- Prepare proposals of the solutions to improve the customers and users experience.
- Create wireframes, personas, user journey, info architecture, sitemaps, and user and industry research.
- Comprehensive GUI review of the complicated application and highlight the possibility of improvement.
- Working closely with front-end, backend software developers, and IT leaders to create gamified products.

2015 - 2018

Emirates Airline / Sr. User Experience and Visual Designer

Dubai - UAE

- Leading the design process and managing visual and interaction consistency across multiple teams; working closely with designers and UI developers.
- Create and managing visual and behavioural guidelines and recommendations as per enterprise application standards.
- Conducting market and competitor research. Implementing usability testing and user needs to be identified from these findings.
- Planning, strategizing and driving the overall User Experience of the end user systems – Reservation & Departure Control applications.
- Understanding 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.
- Working closely with a cross-functional team that includes operations, developers and project managers to create designs; incorporate customer feedback and obtain sign-off.
- Guiding and supporting UI developers to ensure the developed product aligns with the approved design.
- Working closely with training teams and assist with the creation of training material.

2014 - 2015

Propertyfinder FZ LLC / UX/UI Designer and Front-end developer

Dubai - UAE

- Gather requirements from project managers and marketing team to develop UI and marketing materials i.e. (emailers and infographics).
- Working with web specialists including web developers and graphic designers.
- Conduct end to end process from research to UI designing for a new product (mycrm.com)
- Producing products that are user-friendly, Intuitive and appealing.
- Demonstrating and receiving feedback about draft sites.
- Design a brand identity guideline, Motion design, and UI developer.
- Develop responsive layouts throughout apply latest platforms.

2011 - 2014

Argaam Investments FZ LLC / UI designer and Front-end developer

Dubai - UAE

- Understand the business model and business stories.
- Create sitemaps, wireframes and test reports.
- UI design and development throughout write clear code (HTML, CSS, and Javascript).
- Develop responsive layouts throughout apply latest platforms.
- Develop compatibility application through all browsers.

Applied Skills

Sketching and wireframing
Rapid prototyping
User experience
User interface
User research and testing
Mobile design
Branding design
Design system
Front-end development
Motion design and animation
3D product design

Software and Coding

Sketch and Sketch plugins
InVision App and InVision Studio
Zeplin
Flinto and Principle
Adobe CC (Adobe XD Photoshop, Illustrator, Animate, After Effects,)
Cinema 4D

HTML, CSS -Sass, JavaScript
(Angular, Anime JS, GSAP, jQuery)
Responsive, SVG, Animation, search engine optimization SEO, Font icons, Accessibility, performance optimization,

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.

Activities and Awards

Emirates Airline Najm - Bronze
Featured on Behance's "Branding and webdesign"