

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.

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Work Experience

Jul 2018 – Present

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

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

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