

Rawan Baabdullah

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Professional Summary

Digital Transformation Specialist with a strong focus on Business Process Optimization, UI/UX design, and data analysis. Excels in creating user-friendly interfaces, optimizing digital workflows, and developing dashboards that transform data into valuable insights for informed decision-making. Adapts seamlessly to dynamic environments, utilizing strong problem-solving skills while working independently or within cross-functional teams.

Professional Experience

Application Developer, Jeddah Airports | January 2024 – Present

Website & Digital Platform Development:

- Designed interactive User Interface and prototypes using Figma & MIRO to visualize user journeys for Employee Portal and King Abdulaziz International Airport website and mobile app, following the best practices and design processes.
- Collaborated in benchmarking with vendors & stakeholders to define key features and industry best practices.
- Facilitated User Acceptance Testing (UAT) and provided training to ensure successful system adoption.
- Collaborated actively in extensive testing on the pre-go-live version, identifying, documenting, and tracking bugs using JIRA. Maintained a strong reporting channel with the vendor to ensure timely bug resolution before deployment.
- Collaborated in website testing and identify pain point and enhancements to improve website navigation, accessibility, and overall functionality.
- Managed website content using Sitecore CMS, ensuring consistency, accuracy, and alignment with stakeholder's requirements.

Dashboard Development & Data Analytics:

- Designed, developed, and optimized Power BI dashboards by integrating multiple data sources, building schemas, and ensuring seamless data connectivity for accurate, data-driven decision-making.
- Transformed and structured SharePoint list data using Power Query (M) and DAX, automating reports and enhancing performance through optimized data models and refresh cycles.
- Created dashboard layouts using Figma to visualize well-structured, user-friendly interfaces, enhancing the end-user experience and ensuring intuitive data presentation.

Project Execution & Management:

- Maintained comprehensive project documentation, ensuring alignment with objectives and seamless knowledge transfer.
- Collaborated on project execution, ensuring seamless coordination with vendors and internal teams.
- Created detailed user manuals to guide end-users in navigating and utilizing the IT business application efficiently.
- Facilitated cross-functional collaboration, ensuring alignment between business needs and technical solutions.

UI/UX Designer (Internship), Jeddah Airports | August 2023 – December 2023

- Designed and modeled the user interface for the experimental mobile app for King Abdulaziz International Airport, covering initial and advanced design stages.
- Created the user interface for the internal employee portal to increase employee satisfaction.
- Collected business requirements and prepared Business Requirements Documents (BRD).
- Analyzed and designed dashboards using Power BI to support data-driven decision-making.

Education

Bachelor's in Management Information Systems, King Abdulaziz University | September 2019 – January 2024

GPA: 4.51/5

- Achievements:** Graduated with Second Honors

Courses

- Data Analysis & Visualization with Microsoft Power BI - Ministry of Communications and Information Technology** | January 2024 | 16 hours
- Business Analysis Fundamentals: Business Process Modeling - LinkedIn Learning** | January 2024 | 1 hour
- Power BI Data Analyst: Introduction to Power BI - Datacamp** | July 2023 | 12 hours
- Introduction to User Experience Design - Google Developer Students Club** | February 2023 | 6 hours.

Skills

Professional Skills: Process Optimization, System Analysis, Project Management, Data Analysis.

Technical Skills: UI/UX Design, Power BI, Figma, Microsoft Power Platform, Miro, JIRA, Sitecore, Microsoft CRM, ITSM (ServiceNow), MS Office.

Interpersonal Skills: Effective Presentation, Business Requirement Documentation (BRD), User Training, Stakeholder Communication, Problem-Solving, Critical Thinking, Creativity, Collaboration.

Achievements

- Certificate of Appreciation from the IT Director at Jeddah Airports for the efforts and commitment in enhancing and developing the IT and digital services in King Abdulaziz International Airport.

Languages

English: Professional | Arabic: Native

References

- Safiah Endargiri – Business Applications Senior Officer, Jeddah Airports | +966 543069003
- Hesham Amoudi – Business Applications Specialist, Jeddah Airports | +966 597477814