



Linkedin

## ABDULLAH SAADALLAH ALGOGANDI

USER EXPERIENCE, BUSINESS ANALYSIS & PROJECT MANAGEMENT

8625716873 - Newark, NJ, USA

Abdullah.algogandi@gmail.com

[www.abdullahalgogandi.com](http://www.abdullahalgogandi.com)

### PROFESSIONAL PROFILE

- Working directly with **Business** Stakeholders, application developers, product manager, product owner, and designers on projects from concept to completion with a strong Strategic planning for projects
- Brainstorming, **sketching, storyboards, User flows**, task analysis, innovation research, User research, **wireframes**, Prototyping
- Deep understanding of **Cyberpsychology** which boosts the life circle for **UX** Research and **UX** Design
- Ability to study the social human behaviour and psychological impact of social networking practices (**Cyberpsychology**)
- **User Research** through interviews, **surveys, personas**, customer journey, Human behaviour in the Cyberspace, Visualization
- Develop **interaction design** based on User Research, Discussion and Competitor review, **Usability testing, wireframes, , mockups**
- **Product Design, UX** UI Design, Interaction Design, Web & Communication Design
- Strong experience in all phases of Software Development Lifecycle using **Agile/Scrum**, Waterfall,
- Write User stories(epics), creating Use Cases, Use case diagrams, Workflow Diagrams, Sequence Diagrams, and Class Diagrams etc. Extensively used MS Visio, draw.io for **UML**
- Coordinating for **Business Analysis** sessions to understand client business requirements and mapping them to required framework standards, and Ability to break down cross-cultural communication barriers
- Increase quality results in applications and applying a high-level skill of Systems Analysis within **Agile** methodologies
- Excellent Problem-Solving, Decision-Making, and negotiate with stakeholders in defining project scope boundaries

### TECHNICAL SKILLS

**Software:** Axure | Adobe XD | Figma | Sketch | Invision | Git | Heroku | Larave | PhpStorm | Testing | Quality Assurance | SAP | SPSS | Excel | Visio | JIRA | Premiere Pro | After Effects | Photoshop | Illustrator | HTML | CSS | Bootstrap | WordPress | SQL

**Researcher:** Data Collection | Survey | Critical Analysis | Problem Solving | Qualitative & Quantitative Research | Requirements Gathering | Visual Communication | Usability Testing | Storytelling | Content creation | User Behaviour Analysis | Claims Analysis | Wireframes Mockups | Prototyping |

**Data Visualization:** Tableau, Business intelligence || **UX Research Methodology** || **Agile/Scrum Methodology**

### EDUCATION

- **Master of Science in Information Systems, Professional Management**, *New Jersey Institute of Technology, Newark, NJ, USA*  
Specialization: Software Engineering & User Experience, **GPA:** 3.92/4.00 | 2019
- **Bachelor's Degree Information Systems** | *University of St Thomas, St. Paul, USA*  
Minor: Business administration, **GPA:** 3.00/4.00 | 2015

### WORK EXPERIENCE

- **UX Design** || *New Jersey Institute of Technology, Newark, NJ, USA* || 2019 – present
  - ✓ Working on projects with **Scrum** team to identify research objectives design
  - ✓ Making tests, Creating Prototyping using Adobe XD, Axure. Plus Identifying the user's need
  - ✓ **User research**, develop user journey, task analysis, storyboarding, claims analysis, and personas
  - ✓ Conducted competitive analysis, analyze research data, and presented findings
  - ✓ Work directly with stakeholders, developers and other designers on projects from concept to completion
  - ✓ Work with UI developers & software developers to ensure the technical feasibility of UI/UX designs.
  - ✓ Work with the business team to develop communication design
  - ✓ Create wireframes, storyboards, and high-fidelity mockups for web & application.
  - ✓ Perform QA and continual optimization of design pre and post-deploy.
- **UX Business Analyst** || *The Clorox Company, Jeddah, Saudi Arabia* || 2015 – 2017
  - ✓ Worked alongside the SCRUM team to develop the HR department increasing overall performance by 40%
  - ✓ Brought technology to HR department by utilizing my **system analysis** and **UX** skills to **build HR systems** and identify key requirements and exploring the company's ability to accomplish the project on hand
  - ✓ Assisting with the Business Cases and obtaining high level requirements product backlog (Epics and high-level backlogs)
  - ✓ Responsible for overseeing Risk Management through detailed analysis
  - ✓ Carrying out **UX analysis** and development to accomplish user interviews, targeted demographics, claims analysis, personas, user stories Problem Scenarios, Activity Scenarios, Keypath Scenarios
  - ✓ Conceptualized digital experiences through sketching, wireframing, prototyping Adobe XD, and user testing
  - ✓ Overseeing various HR responsibilities such as, interviewing and selection, recruitment and payroll
  - ✓ Accomplished 450 filing systems leading to an annual business saving of 20%
  - ✓ Scheduled **Projects** & defined the cost baseline.
  - ✓ Negotiated deals with Hadaf (Human Resources Development Fund) for technical recruitment

- **Media Assistant** || *University of St Thomas, St. Paul, MN USA* || 2014 – 2015
  - ✓ **Visualization** of 100+ data information and updating media data
  - ✓ Created and developed 20 documentaries for UST and aided in developing the overall Media Department
  - ✓ Worked with a team of **designers and programmers** on multiple projects such as web design, and App development.
  - ✓ Implemented the introduction of UST to a large group increasing the popularity through PR by 5%
  - ✓ Worked in making a **prototype** and **gathered key requirements** the for UST Event App
  - ✓ Working within the PR department contacting new students, communicating common benefits, and implementing new plans to develop the overall PR operation
  - ✓ Work with the Marketing team to develop a newsletter, landing pages etc.
  - ✓ Created social media marketing strategy with newspaper and online ad designs for various
- **Circulations Desk** || *Archbishop Ireland Memorial Library, St. Paul, MN, USA* || 2013 – 2015
  - ✓ Responsible for carrying out **data entry** into an integrated library system, and **Data Visualization**.
  - ✓ Overseeing Resource Management Training and Library Information Services for Students
  - ✓ Filling the role of Supervisor for the Ireland Library carrying out responsibilities such as checking out books and inventory, inventory and stock management, data entry, analysing operations
  - ✓ Provided help Desk, customer service, and technical assistance
  - ✓ Participate in weekly meeting for developmental ideas for performance and efficiency, dealing with customers/students and offering great service and advice to visitors
- **UX Research Assistant (Intern)** || *Youth Family Office, Bloomington, MN, USA* || 2014
  - ✓ Overseeing the translation of customer needs and requirements into effective and viable solutions
  - ✓ Creating prototypes using Axure, Photoshop by working in **Agile Scrum** team as team member
  - ✓ Communicating **UX** considerations and Suggesting to various partners and departments
  - ✓ Assisting in the design and implementation of User Experience, and make some suggestions to the customer
  - ✓ Participating in Weekly Call with Customer to provide Development Status
  - ✓ Suggesting development and marketing strategies to various projects
  - ✓ Assisted in updating organization and data visualization including members contact information, Suggesting the customer the best needs

## Leadership Experience & Public Speaking

- Presenting Motivational Lectures (The Success Equation) Public Speaker, Saudi Arabia - Tunisia (Present)
- President of the Saudi Club, Twin Minnesota, USA Sponsored Saudi Arabian Cultural Mission (2012 – 2014)

## PROJECTS

- **Video Behaviour Analysis, Cyberpsychology** || Provide a solution for online educators to follow up on their progress with students. It increased achievement by 60% according to the study. Developed a system that collects data, records and catches the Viewer's Behaviour while watching videos. Conducted UX researches, Testing, Prototyping, Data Analyzing
- **Food Erator Project (Scrum Master)** || Brought a solution within the Business Analyst skills to connect users with restaurants and nutrients to increase awareness of diet by 45% Built an App using Agile/Scrum methodology requiring the skills of; analysis, market research, problem statement, product backlog (epics and user stories), risk management, Non-functional requirements, use cases, diagram, User research, prototyping
- **The Bee App UXD** || Found a solution for most common issues Menu Bar & recommended system. Increased App's usage to 23% Built App (prototype) by Conducting UX skills starting with an Agile/Scrum methodology. Assigned team, team responsibilities & find requirements by working on vision statement, stakeholders, demographic target, claims analysis, personas, problem & activity scenarios (storyboard), information & key path scenario, prototyping, testing
- **Cyberpsychology, Social Identities** || Conducted Research resulted in 32% of people doubt identities in Cyberspace on social identities & human behaviour in cyberspace, along with the impact of technology on individuals online & offline. Conducted by annotated bibliographies, literature review data collection, critical analysis, problem-solving
- **Data Visualization** || Worked with a team on Airbnb data by going through many steps such as; visualization, classification clustering, Analysed requirements. Used Business Intelligence software (Tableau) to visualize data

## KEY COURSES

Systems Analysis & Design || Data Analytics for Info System || User Experience Design || Web Mining  
 Managing Tech & Org Change || Identity Tech & Communication || Knowledge Management || Business Process Innovation

## ADDITIONAL TRAINING

Bloomberg Market Concepts Certification || Human Resource Specialist || ELS Level 112, Minnesota, USA  
 Misr Science & Tech, (Egypt) || Eurolingua Institute (India, Goa) || Institute of Info & tech (India)  
 External Data Conference || Cyberpsychology, Users Addicted to Digital Games?