

MUHANNAD S. AL-AKHRAS

Digital Product development and eCommerce expert

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SUMMARY

An expert in product development with 18+ years of experience demonstrated in the telecommunication industry. Self-driven and motivated digital strategist adept at performing research and developing new digital innovation projects, including designing and executing plans, with a strong technology background and deep expertise in e-commerce and digital marketing translated to a track record of conducting several successful product launches. I have a passion for all trends to create more efficient processes and a deeper understanding of data-driven marketing.

My idea is to conceptualise "my less is more" philosophy and acknowledge the advanced visual user experience style to push the development functionality and creativity of the solution design world.

STRENGTHS

Design Thinking & Planning	Data /Analytics
Detail-oriented	Problem-solving
Project Management	User-centric design
Business Acumen	Persuasive
Operational /decision making	Action and results focus

EXPERIENCE

Digital Marketing Product Manager

Oman Telecommunications Company-Omantel 06/2016 - Ongoing

Muscat, Oman

Oman Telecommunications Company is the first telecommunications company in Oman and is the primary provider of internet services in the country.

- Develop and deliver strategies to increase adoption of digital channels.
- Manage to complete end-to-end digital enablement roadmap and backlog for all digital products.
- Responsible for conceptualizing and implementing digital innovation factors and overseeing solution design, feature development, and user acceptance test.
- Responsible for collecting and designing the requirements of the UI/UX (including customer journey, customer experience objectives, storyboard... etc.).
- Employing data analytics tools and methodologies for monitoring, measuring, and evaluating that all channels deliver an agile, effective, reliable, and rich customer experience aspects through a clear vision of data and analytics-driven decision-making culture.
- Focus on digital revenue growth through subscription businesses, digital, sales and sponsorships, and other (new) monetization opportunities.
- Manage day to day activities and relationships with other stakeholders to strengthen overall partnership and achieve mutual business goals.

CERTIFICATION

Certified Digital Marketing Professional | CDMP

Digital Marketing Institute

Certified eCommerce Management Professional | CPD Accredited

udemy School

Certified Scrum Product Owner

Global Knoledge Institute

Web Design Professionals | WDP

CIW Certified Internet Web Professional

Adobe Certified Expert (ACE)

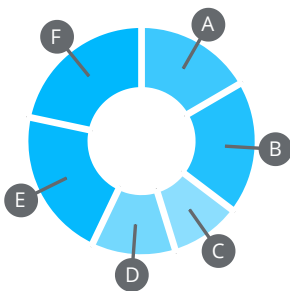
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LANGUAGES

Arabic Native ●●●●●

English Proficient ●●●●●

MY TIME



- A Solving problems that slow the company.
- B Product roadmap planning.
- C Digital Brainstorming.
- D A/B Testing
- E Mentoring and coaching team of 9M.
- F Digital lifecycle management

AWARDS



King Abdullah II Award - KAAYIA
For youth Innovation and Achievement



Website Of The Year - JAWA
Jordan App & Web Awards

EXPERIENCE

Lead UI/UX Consultant

Huawei Technologies

09/2011 - 05/2016 Amman, Jordan

Company Description

- Worked in a team of 12 designers to provide integrated design solutions for Huawei Billing systems all across the globe.
- Lead the UI/UX design team for large successful global telecom projects with well-known customers like VIVA, Zain, and DU, as I was in charge on developing user interface systems like (KIOSK Solution, CRM, Dealer Relationship Management, Mobile Portal, Eself-care Portal...etc.).
- Collaborating with the e-Commerce team to support each other in developing key brand needs in the digital space.
- Analyze previous programs and current operations, and make recommendations with respect to the business rationale for new models or growth opportunities.
- Help generate and refine ideas for new concepts the company is vetting areas of focus include the audience, programming, distribution, product UX, fandom investments, and marketing.
- Manage specific projects across teams and business units, leading project planning, risk identification, communication with working teams and management, etc.
- Develop strong, positive working relationships with people at all levels and in all departments within the network to foster innovation, teamwork, and productivity.

Senior UI/UX Designer

International Turnkey Systems-ITS

10/2007 - 09/2011

Amman, Jordan

ITS is a lead integrated technology solutions and services provider that offers world-class solutions.

- Design and monitors creative UI/UX web and app concepts, mock-ups and final products for smartphone devices, tablets and web.
- Did some front end programming (HTML 5, CSS, JavaScript) to build actual web based prototype.
- Rapidly translate business requirements, user research and customer feedback into personas and user scenarios to drive user-centered designs.
- Own the end-to-end design process and deliverable set including information architecture, wireframes, high-fidelity screen mock-ups and GUI elements.
- Defining creative standards for all projects such as web application, smartphone devices (iPhone or Android apps), and tablets apps.
- Contribute to the visualization of innovative product concepts through white boarding, diagrams, and high-level interactions flows.
- Develop and maintain design specifications and mobile design patterns as appropriate.

Web Design Team Leader

Integrated Technology Group-ITG

06/2005 - 09/2007

Amman, Jordan

Integrated Technology Group is a Jordanian company specializing in educational solutions.

- Managing team of designers, and led the designer for large successful educational and e-learning projects called Edu-Wave.
- Be on top of all & each project aspect in terms of following up with team & with client needs, requirements & implementation process.
- Designing & developing websites using Adobe Photoshop, Flash, Dreamweaver, animations, and other applications.
- Work with Senior Graphic Designer to ensure error-free final project (type, graphic design, and prepress check off systems).
- Conduct training courses for junior web designers in the company.
- Communicate regularly with the product owner, to coordinate receiving the materials & Provide technical support for products.
- Accelerated new business growth by 20x in the first year.

ACHIEVEMENTS



Omantel-Consumers Unit | 2021

Contribution as a key member in providing the support in launching new products.



Omantel-Consumers Unit | 2017

In recognition of having an excellence contribution to Omantel consumers business unit.



Huawei Technologies | 2016

The best outstanding performance -Huawei Star of the Year 2016



Huawei Technologies | 2015

Outstanding project successful delivery for Etisalat Nigeria Self-Care Portal.



VIVA Kuwait | 2014

In recognition of having met the highest standards of excellence and contribution to VIVA Mobile App and self-care Portal.

INDUSTRY EXPERTISE

Digital Strategic Planning



UI/UX Design



Digital Marketing



E-Commerce Strategic Growth



Customer Experience



Fintech solutions



AI and Machine Learning



Cloud computing



Cybersecurity



TRAINING / COURSES

Product Management: Building a Product Strategy

Project Management Institute-PMI

Agile Scrum Foundation

Global Knowledge | Muscat-Oman

EXPERIENCE

Website Designer

Maktoob Group 07/2003 - 02/2005 Amman, Jordan
Maktoob is an Online services company founded in Amman. Maktoob.com was known for being the first Arabic/English email service provider. In 2009, Yahoo! acquired Maktoob.com, thus turning Maktoob into Yahoo!'s official arm in the MENA region.

- Designed e-commerce portal (Sooq.com), that got featured now under Amazon medial east.
- Re-designed Maktoob auction web portal and decreased the bounce rate by 40%.
- Implement plans to obtain and maintain a high level of functionality, usability, and design structure for websites.
- Advised on website marketing and funnel strategies based on comprehension of SEO and web best practices.
- Planned website development, converting mock-ups into usable web presence with HTML, JavaScript, AJAX and JSON coding.
- Provided front-end website development using WordPress, Hubspot and other editing software.
- Follow up the delivery & delay of services and solve the reasons of delay.
- Developed two Interfaces for Sooq.com that raised CR by 3.5%.

EDUCATION

Bachelor's degree, Computer science
American University of Science and Technology
2000 - 2003 Beirut, Lebanon GPA **3.5** / 4.0

High school diploma, Scientific Section
Al Orouba Secondary School
1998 - 1999 Amman, Jordan Grade **87.2** / 100

REFERENCES

Saleh Al Maimani
Senior Marketing Manager at Omantel
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TRAINING / COURSES

Strategy Design & Development of UI/UX interaction Design
Digital School Course Invitation-Omantel | Muscat-Oman

Critical Thinking for Better Judgment and Decision-Making
Omantel Course | Muscat-Oman

Team Building and Leadership
Huawei Academy | Amman-Jordan

Business Communication Skills
British Council | Amman-Jordan

SKILLS

TECHNOLOGIES AND FRONTEND TOOLS

HTML5 CSS4 JavaScript AJAX
jQuery XML/ XSLT PHP Angular
JSON Get Python

PROTOTYPING AND PRODUCTION

Adobe XD Figma Fireworks HTML
Sketch Silverlight InVision Studio
Axure RP Wireframes Unit Testing
WPF-Webflow Storyboarding
Web Services User Research

Adobe CREATIVE SKILLS

Illustrator Photoshop InDesign

Project Managment

Communication Empathy
Stakeholder management
Conflict resulation Product roadmaps
Waterfall Agile Scrum Negotiation