

# GHAITH AKKAD

UX Design Manager



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Portfolio

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## Profile

Winning the best UX Design in Dubai 2016, UI/UX (User Interface / User Experience Design) expert, with an enriching experience of over 15 years in creative design

## Work Experience

2017 - Present

### UX Design Manager

Etisalat

Dubai, UAE

My role involves coordinating between the business department and 8 different teams in IT to unify the user experience across all the channels. Support and design over 15 systems, conduct usability testing such as (A/B, Unmoderated, and Session recording) to optimize the UX. building an outstanding team of 5 designers and 3 front-end developers.

Main achievements:

- Reduce the Average Handle Time (AHT) by 65% by enhancing the UX of the CRM system.
- Create new initiatives to help the agents and the customers to reduce the waiting time.

2015 - 2017

### Senior UI / UX Designer

Advance Digital  
Media

Abu Dhabi, UAE

My role was to gather requirements, user research, create ideas, build an impressive user-centered design, information architecture, wireframes, high fidelity design and convert it to pixel-perfect HTML code, then keep enhancing the UX using the testing methods.

Main achievements:

- Merge 7 different platforms into one, in 2 months only.

2011 - 2015

### UI / UX Design Lead

Picasso Interactive  
Abu Dhabi, UAE

My role was leading the creative design team, creating new ideas and solutions for the customers, and learning new technologies to target potential customers.

Main achievements:

- Won the best UX Design in Dubai 2016 for showtimes.ae
- Build augmented reality applications

2008 - 2011

### Web Designer & Developer

Awal Solutions  
Aleppo, Syria

My role was to web design and develop all the websites for Saudi Arabia clients

2003 - 2008

### Flash & Web Designer & Developer

Data CD  
Aleppo, Syria

My role was to design and develop websites and company introductions using the flash application.

















Main achievements:

- Build the first 360 virtual tours in Syria using Flash and Photoshop

## Awards

- 2016 **The Best App UX Design in Dubai**  
Shortlist Middle East
- 2018 - 2019 **Monthly Excellence Award**  
Etisalat Dubai
- 2010 **Scholarship in Software Engineering Faculty**  
Aleppo University I Graduated the first in my class, I got rewarded a scholarship in Software Engineering Faculty

## Skills

- UI / UX Design:  Adobe XD Sketch  Sketch  Figma  
 Illustrator  InVisionApp  Zeplin  
 Photoshop
- Web Design:  HTML  CSS  JavaScript  
 jQuery
- JSON Animation:  After Effect  Lottie
- JS frameworks:  Jira  Bitrix24
- Agile team management:  Angular

## Education

- 2006 - 2010 **Computer Science and Engineering - Software Engineering Department**  
Aleppo University
- 2004 - 2006 **Institute of Computer Engineering**  
Tishreen University

## More

- Language **English** **Arabic**  
Fluent Native
- Reference **Raed Mohammad** **Ivan Rios**  
Picasso Interactive Advance Digital Media  
General Manager Design Manager