ALAA AGHA

User Experience Designer

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Summary

"Hello, I am a UI/UX designer with 9 years of experience in the industry. I have a proven track record of successfully solving complex user problems. My expertise lies in creating wireframes, user journeys, and intuitive interfaces. I am known for my innovative solutions that not only enhance user experience but also help achieve business goals."

Skills

Ux Skills: User Center Design · User Interface design · Usability tests · User Research · Design Thinking · Interaction Design

Softwares: Figma · Adobe Xd · Sketch

Experience

Copax
Dubai / United Arab Emirates

Senior User Experience Designer
2023 - Present

Led UX design
- Worked cross-functionally with developers to implement new features and maintain site usability
- Re-designed the website and decreased the bounce rate by 40%
- wireframes and prototype projects
- I created and introduced a fleet management system that includes GPS tracking, route optimization, and data analytics.
- This system led to a 25% improvement in efficiency, a 40% decrease in fuel expenses, and a 20% decrease in travel times.

Scandinavia-Tech
Dubai / United Arab Emirates

UX Designer
2021 - 2023

Worked in the UX design team
- Developed user-centered design techniques resulting in improved user experience
- Design different types of interfaces for mobile apps and websites, prioritizing user-centered design principles
- Addressing 80% of client design needs through user-first design approaches Enhancing user experience by modernizing older interfaces to meet current standards and improve usability.
- Developed prototypes, website design, website redesign based on analytics data, increased user response by 20%

Projects

Copax -FMS Fleet Management System
Sweden

https://copax-fms.com/
2023 - Present

Enhanced the Copax fleet management system by focusing on user needs, improving processes, and enhancing data display. This led to significant improvements, such as a 25% increase in productivity, a 40% reduction ni fuel expenses, and a 20% decrease in wait times. Overall, these changes resultedni in higher efficiency and greater satisfaction for users.

Glimmer
02/2024 - 05/2024

Kids can have a special experience with a fuzzy doll that talks back in this one-of-a-kind interactive game. They can have conversations, and ask questions, and the doll will entertain them with interactive responses, helping to boost their language skills.
This game is a fun and engaging buddy for kids, offering a unique way to play. Parents can also use a mobile app to keep tabs on their child's activities, and questions, and to discover more about their interests and interactions with the talking doll.
- umber of Children Engaged: 500+
- Parental Satisfaction Rate: 90%
- User Retention Rate: 80%
- Average Speech Development Improvement: 25%

Boohoo
Dubai / United Arab Emirates

02/2023 - 12/2023

The prompt release of the app greatly improved user retention by 51%, keeping users engaged and utilizing the platform. The polished and functional app was delivered earlier than anticipated. - The early launch of the app also led to a significant rise in customer satisfaction, with satisfaction rates increasing by 68%. Users were impressed with the app's usability, seamless experience, and swift incorporation of their feedback.

Achievements

◈ **Fleet System Efficiency**
25% efficiency boost, 40% fuel cost reduction, 20% lower travel times

◈ **Website Redesign Success**
Reduced bounce rate by 40% through comprehensive redesign

Certification

Design Thinking: The Ultimate Guide
Interaction Design Foundation - 166674

User Research-Methods and Best Practices
Interaction Design Foundation-166674

Google UX Design
Google

Languages

Arabic Native ●●●●●

English Proficient ●●●●○