



# Ahmad Aldaas

## User Experience design Specialist (UX)

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I'm a UX Designer and Front-End Developer with 5+ years of experience turning complex ideas into intuitive, high-impact digital products. I blend user research, scalable design systems, and high-fidelity Figma prototypes with solid technical expertise. I'm driven by creating smart, elegant solutions that connect user needs with business goals always testing, refining, and improving the experience.

## EXPERIENCE

### User Experience Designer (UI & UX),

Ministry of Municipal, Rural Affairs and Housing

01/2022 – 12/2024 | Saudi Arabia

- Worked as part of a team UX designers in a dynamic environment
- Conducted usability tests and user research to continuously improve the user experience
- Collaborated closely with external teams to ensure smooth project execution
- Analyzed business requirements and translated them into user-centered design solutions
- Contributed to the development of the design system to ensure consistency and quality
- Participated in development workshops to enhance processes and strengthen team collaboration

### Front-End Developer, Saudi Numbers Company

01/2020 – 12/2021 | Saudi-Arabien

- Designed and implemented user-centered web solutions for a broad customer base
- Developed interactive prototypes and high-fidelity visuals using Figma and Adobe XD
- Delivered responsive front-end implementations with HTML, CSS, and Bootstrap
- Led projects end-to-end, maintaining direct communication with clients
- Adapted designs to client needs while aligning with modern UX trends
- Increased user engagement and satisfaction through targeted UX improvements

### UX Designer / Front End Dev (Intern), FAYED Association

01/2019 – 12/2019 | Saudi Arabia

- Led UX processes, from discovery and user research to wireframing, prototyping, testing, and final implementation
- Conducted user interviews, usability testing, and competitor analysis to uncover insights and define user needs
- Translated research findings into user journeys, personas, information architecture, and intuitive interaction flows
- Designed low- and high-fidelity prototypes in Figma and Adobe XD, ensuring consistency through scalable design systems
- Performed usability testing and iterative design improvements based on qualitative and quantitative feedback
- Collaborated closely with stakeholders and developers to align user experience strategy with business objectives
- Ensured accessibility, responsiveness, and performance standards were met across digital products
- Continuously optimized user engagement and satisfaction through data-driven design decisions

## SKILLS

### UX/UI UX Strategy & Design Leadership

User-Centered Design · Product Discovery · Design Thinking · Information Architecture · Interaction Design · Design Systems · Experience Mapping

### Design & Prototyping

Wireframing · High-Fidelity Prototyping · Microinteractions · Responsive Design · Accessibility (WCAG) · Design Systems · Component Libraries · Cross-Platform Design · Figma (Advanced) · Adobe XD · Sketch · Framer

### Front-End & Technical Understanding

HTML · CSS · Bootstrap · Responsive Implementation · Design-to-Code Collaboration · UI Performance Optimization · Basic JavaScript Understanding

### User Research & Testing

User Interviews · Stakeholder Workshops · Usability Testing · Heuristic Evaluation · A/B Testing · Surveys · Persona Development · Journey Mapping · Competitive Analysis · Data-Driven Insights · Analytics Interpretation

### Product & Collaboration

Cross-Functional Leadership · Agile / Scrum · Sprint Planning · Design Critiques · Developer Handoff · Stakeholder Management · Client Communication · Mentoring Junior Designers

### Soft Skills

Strategic Thinking · Problem Solving · Leadership · Clear Communication · Presentation Skills · Ownership & Accountability · Adaptability · Decision-Making

## EDUCATION

Master's AI Engineering, Passau University

Present

Google UX Design Professional Certificate, Coursera  
complete 7 certificates

2025

BACHLOR OF COMPUTER SCIENCE, Qassim University

05/2022

## LANGUAGE

English — Fluent

German — Conversational

Arabic — Native/Bilingual