SAFWAT KAMAL

E-COMMERCE & DIGITAL PRODUCT SPECIALIST | UX STRATEGY | CREATIVE DIRECTOR | BRANDING | OMNI CHANNEL BUSSINES ADVISOR

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OBJECTIVE

Bilingual with 17 years' diverse design experience across UI/UX and creative direction. Led projects for major companies (Alshaya, AlFuttaim, STC), managing design labs, building teams, and executing 100+ digital products for brands like H&M, Ikea, Jawwy TV. Skilled in agile, project management, team coordination, and cross-functional collaboration.

SKILLS

Team Managment

Design User Experience

E-Commerce

UX Strategy

User Interface Design

Primary / Secondary Research

User Testing

User Interviews

OmniChannel

Creative Direction

Brand Strategy

Marketing plan

Branding

Project Management

Project Plan

LANGUAGES

Arabic | Native

English | Advanced

EXPERIENCE

Digital Design Manager
Jun 2019 — Present
Alshaya — Kuwait / Dubai

- Spearheaded the development of design guidelines, user journeys, and scenarios for digital products across multiple brands, impacting over 7 countries.
- Orchestrated the creation of a comprehensive design system encompassing UI, interactions, functions, and behaviors, ensuring its seamless implementation across all digital platforms.
- Led commercial digital design endeavors for various brands, from ideation to release, encompassing monthly and seasonal updates across diverse platforms.
- Championed user experience comparisons against competitors to identify strategic advantages and enhancement opportunities.
- Collaborated closely with trading teams to align user expectations with business goals, translating concepts into tangible results.

Digital Design Lead
Oct 2017 — Nov 2018
STC · Middle East (Intigral) — Dubai

- Drove the formulation of UI & UX guidelines, user journeys, and scenarios across different platforms for Dawri Plus & Jawwy TV.
- Pioneered guidelines covering UI, interactions, functions, and behaviors, executed across websites, mobile apps, and social media platforms.
- Managed design reviews from UI & UX perspectives, aligning stakeholders and developers with established guidelines and user flows.
- Implemented agile methodologies, orchestrating sprints and deadlines, bridging design and stakeholder teams.
- Crafted high-fidelity prototypes for usability tests, amassing user insights and driving iterative product enhancements.

Digital Design Specialist
Jan 2014 — Aug 2017
Al Futtaim — Dubai

- Spearheaded user-centered digital design projects in collaboration with cross-functional teams.
- Established and sustained design systems and guidelines for brand consistency and adherence to best practices.
- Conducted user research, design thinking workshops, and usability tests to inform design decisions and elevate user engagement.
- Aligned digital design with overarching brand and marketing objectives, collaborating with the marketing team.
- Managed multiple projects concurrently, consistently delivering high-quality designs within stipulated timelines.

Digital Design Senior
Jan 2012 — Dec 2014
Alshaya — Kuwait

- Generated intuitive, responsive, and visually appealing user-centered designs across platforms.
- Collaborated closely with stakeholders, developers, and project managers to define project requirements and objectives.
- Developed wireframes, prototypes, and high-fidelity designs aligned with project specifications.
- Mentored junior designers, fostering their growth in design principles and techniques.

Web & Graphic Design Senior
Sep 2010 — Oct 2011
Design Box — Kuwait

- Collaborated across teams to design materials consistent with brand guidelines and business objectives.
- Developed and maintained design standards and templates for digital and print materials.
- Created wireframes, mockups, and prototypes to communicate design concepts.
- Managed junior designers, providing feedback and guidance on projects.

Web & Graphic Designer
Feb 2009 — Jul 2010
Think Advertising Agency — Egypt

- Produced effective graphics for both print and digital media.
- Collaborated with developers to ensure accurate implementation of designs.
- Managed design assets and presented design concepts to stakeholders.

Graphic Designer
Jan 2008 — Jan 2009
Hive Agency — Egypt

- Designed for diverse mediums, including websites, print materials, packaging, and ads.
- Developed design ideas based on client needs and industry trends.
- Collaborated with cross-functional teams and provided creative solutions.

Graphic Design Junior
Feb 2006 — Nov 2007
Link Dot Net — Egypt

- Supported senior designers, contributed to web banners, and generated creative concepts.
- Produced graphics for various media, adhering to guidelines and collaborating across teams.

EDUCATION

User Experience Nanodegree
Mar 2021 — Jan 2022
Udacity School — Online

Enhancing design performance - Conducting interview-based research - Creating insightful research reports - User Testing

Scrum Master
2019 — 2020
Scrum Alliance Academy — Dubai

Scrum Framework - Effective Sprint Planning and Execution - Collaborative Enhancement - Agile Methodology Fundmentals

Responsive Web Design Fundamentals
Mar 2016 — Oct 2016
Google School — Online

Responsive Web Design Rules - UI/UX Fundamentals - Improving Accessibility / Usability

Marketing & Ecommerce Diploma
2010 — 2011
Biritsh Phoenix Academy — London

Marketing Strategy - Marketing Research - Marketing Plan

Art & Creativity Diploma
2007 — 2008
New Horizons Academic — Egypt , Cairo

Creative Direction / Branding / Guidelines

Faculty of Law
2001 — 2005
Ain Shams University — Egypt, Cairo