

# Ibrahim A. Seada

Senior Design Lead & Digital Art Director

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## Professional Profile

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A Digital Art Director, specialised in Product Design with a strong background in UX Design and strategy, applying design thinking to identify alternative strategies and solutions to attain optimum results. Expert at frontend development and product optimisation advocate, including SEO and CRO. Track record of leadership and innovation, introducing new practices to greatly enhance business productivity, reliability and profitability. A hands-on designer who leads both creative and management functions with skill and effectiveness.

## Career Summary

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📍 Product Design Manager, Group eCommerce

Feb 2018 – date

🏢 Alshaya Group - Kuwait

### KEY ACHIEVEMENTS

- Introduced streamlined workflow, project methodologies and Factory Method design framework with the effect of permitting higher output
- Supported >25 website launches and market rollouts across multiple in the past 3 years alone, and >3K BAU marketing activities and >10 CORE features delivered in 2019 alone
- Led data-driven personalization approach, based on customers' segment interests through predictive technology, leading to 40% increase in conversion rate and resulting in enhanced RPU and ROI
- Led project to introduce Oracle-based customer self-service and knowledge base, greatly reducing customer service costs while increasing effectiveness and satisfaction
- Introduced innovative Design System, increasing banner implementation throughput by almost 40%, while saving three FTEs

### RESPONSIBILITIES

- Led and managed a multidisciplinary team of UI designers and front-end developers, including web sites, mobile apps, performance marketing activities, social media presence across a range of industry sectors
- Oversaw creation process from product concept to final realisation, working with multiple stakeholders to ensure completion to an exceptional standard
- Led product design at a creative level, facilitating ideation sessions, design reviews and critiques
- Recruited and developed talented designers, integrating them into a team with a success-oriented culture
- Established team Org. Chart, standards, targets, procedures and KPIs, monitoring performance against objectives and managing individual and team activities accordingly
- Planned design features backlog in accordance with client demands and team resource capacity and availability, managing priorities across multiple workstreams to ensure delivery

🏢 Lead Product Designer, Group eCommerce

Jun 2017 – Feb 2018

- Led product design studio, collaborating with and directing the efforts of a multidisciplinary team of UI designers, developers, marketing and research
- Deployed profound understanding of the interplay between business requirements, user research, branding and visual design to apply most appropriate matches of UX processes, technologies and methodologies

## 🏢 Senior Product Designer, Group CRM & Digital

Dec 2015 – Jun 2017

- Designed architecture, workflow, user interaction models, and visual design for web and mobile products
- Developed storyboards, mock-ups and prototypes to effectively communicate interaction and design ideas

## 🌐 Senior Product Designer/Frontend Developer

May 2013 – Nov 2015

### 🏢 KuwaitNET - Kuwait

- Designed and developed front end of web and mobile products
- Gathered and defined customer requirements, built wireframes and prototypes for approval
- Researched appropriate techniques, design patterns and components
- Built, tested and delivered interactive application interfaces

## 🌐 Web Designer

Feb 2012 – Feb 2013

### 🏢 Freelance.com - Remotely

- Designed and built web sites and pages for a range of clients
- Established client relationships, documented project requirements and gained agreement
- Produced prototypes, test builds and final products using technologies appropriate to the task at hand

## 🌐 Proprietor/Webmaster

Jan 2009 – Feb 2012

### 🏢 Index4web - Saudi Arabia

- Managed web hosting service for more than eighty clients
- Established and met agreed service levels
- Provided technical guidance and assistance as well as design services for applications

## Skills

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Product Design, (UI)	Design Systems	eCommerce	Leadership
User Experience, (UX)	Design Strategy	Product Optimisation	Stakeholder Management
Design Thinking	Problem Solving	Conversion Optimisation	Agile Methodology
User-centered Design	Innovation	Frontend Development	SEO

## Volunteer Work

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### 🌐 Senior Editor

Jan 2010 – Mar 2017

### 🏢 DMOZ, Google's Open Directory project

## Education

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### 🌐 UX Design/Visual Communications

2019

### 🏢 Interaction Design Foundation

### 🌐 Bachelor of Commerce

2012

### 🏢 Benha University, Egypt

## Languages

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- English
- Arabic