

Ibrahim Abouseada

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Customer Experience Lead

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Professional Profile

I am an experienced Customer Experience Design Leader with a track record of over 14 years in user-centric design, digital transformation, eCommerce, product design, UX design, and conversion optimization. I excel in both creative and management roles, driving business productivity, reliability, and profitability. My dedication lies in unlocking the business value of design, and I am eager to contribute my expertise to any team or organization seeking a design leader.

Career Summary

📍 Design Manager, Group eCommerce.

Feb 2018 – date

🏢 Alshaya Group - Kuwait

KEY ACHIEVEMENTS

- Implemented a streamlined workflow, design methodologies, and a factory method design framework, resulting in significantly increased output.
- Led the creation of top-tier product designs for 15 regional brands across web and mobile platforms in 7 markets, while also consistently providing design deliverables for their BAU marketing activities.
- Led data-driven personalization approach, based on customers' segment interests through DY (Dynamic Yield), leading to 40% increase in conversion rate and resulting in enhanced RPU & ROI.
- Led a significant project to implement an Oracle-based customer self-service and knowledge base, greatly reducing customer service costs while increasing effectiveness and satisfaction.
- Introduced innovative Design System, increasing BAU banners implementation throughput by almost 40%, all while conserving valuable FTE resources.

RESPONSIBILITIES

- Led a dynamic team of Graphic, UI designers, and front-end developers responsible for crafting websites, mobile apps, marketing initiatives, and maintaining a vibrant digital presence across diverse touch points.
- Collaborated closely with host brands as pivotal stakeholders, fostering genuine and lasting relationships to align design strategies with business objectives.
- Directed the entire product design process, from conceptualization to final execution, while fostering collaboration among multiple stakeholders to maintain consistently exceptional standards.
- Provided creative leadership in design, facilitating design sprints, ideation sessions, standups, and critiques.
- Recruited and developed high-performing design team, fostering a success-oriented team culture.
- Established team-org chart, procedures, and KPIs, monitoring performance and activities accordingly.
- Planned and orchestrated the design features backlog, strategically prioritizing tasks across various workstreams to guarantee timely and successful delivery.

📍 Senior Product Designer, CRM & Digital

Dec 2015 – 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.
- 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, 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 as well as design services for applications.

Skills

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

Volunteer Work

Senior Editor

Jan 2010 – Mar 2017

DMOZ, Google's Open Directory project

Education

UX Design/Visual Communications

2019

Interaction Design Foundation

Bachelor of Commerce

2012

Benha University, Egypt

Languages

- English
- Arabic