

PERSONAL SUMMARY – SULTAN SHALAKHTI

A digital creative with over 7 years of award-winning international experience in web, UI and UX design, product development, creative problem solving, strategic thinking and online brand building.

With a passion for all things digital, I offer a diverse set of expertise with hands-on experience necessary to excel in today's global economy. Over the course of my career, I have worked for and within a variety of industry sectors worldwide such as Information Technology, E-commerce/Online Retail, Automotive, Travel, Telecommunication, Media, Real Estate and Education. I specialize in conceiving and delivering end-to-end innovative solutions with tangible results.

Apart from devising and designing engaging user experiences, I also pride myself for setting up and leading in-house design teams, hiring and mentoring talent, and streamlining business processes for optimal productivity. Having professionally raised in start-up culture and being part of the digital revolution right from it's infancy, I have the ability to challenge status quo to drive change. I'm ambitious for great work and eager to make a difference by being fully aware of creative challenges, technical constraints and cross-media concerns.

Besides, I am an artist, laidback adventurer, somewhat gadget freak and a good boxer. I also ran a creative and inspiration blog called dubacreative.com - dedicated to design and business and everything in-between.

PORTFOLIO: www.sultangfx.com

BLOG: www.dubacreative.com

LinkedIn: <https://jo.linkedin.com/in/sultangfx>

EXPERTISE

Creativity:

- + Creative Direction.
- + Brand Building & Identity Development.
- + Design and Identity Revamp.
- + Graphic Design and Desktop publishing.

Innovation:

- + Product Development.
- + Information Architecture.
- + UX Design.
- + Web/UI/Responsive Design.
- + E-Commerce.
- + User Analytics.
- + Conversion Rate Optimization (CRO).

Vision:

- + Digital Strategy.
- + Online Marketing.
- + Social Media Engagement.
- + Blogging.
- + Search Engine Optimization (SEO).

Productivity:

- + Content Management Systems (CMS).
- + Digital Asset Management (DAM).
- + Business Process Automation.
- + Customer Relationship Management.

PROFESSIONAL EXPERIENCE

+ UX & Product Design Leader – Medrah

May 2017 - PRESENT

+ UX/UI/Design Lead – iMENA Digital

NOV 2015 - May 2017

Provide creative and Digital Media related input. Design, execute and lead overall User Experience Design across all levels of the product. Play an active role with the founding team around start-up's overall strategy, planning and product development. Corporate and brand presentation to online consumers. Create website Information Architecture, user journeys, web and UI design, implementation while working closely with the back-end and front-end development teams. Usability testing and product development in conjunction with various stakeholders for the website and several internal applications. Develop, hire and mentor team of 4 members. Manage design-related affairs with various business channels. Produce marketing collateral. Own UX/UI design and creative side in all its facets keeping senior management informed with latest developments.

Some of the clients I've worked for:

- Matic.ae
- Olayan Group
- Okath
- Magrabi
- Hanco
- IKEA
- HRDF
- KSA ministry of labor
- KSA ICT
- Colleges of excellence
- AlBaik
- Jarir
- Audi Aramco
- KSA tourism ministry

Location: Dubai - KSA – Jordan

+ Senior Graphic and Web Designer - iHORIZONS

JAN 2015 - DEC 2015

Responsible for New Media design and User Experience with a focus on the web, multimedia production. Project management, and design direction. Mainly for Ooredoo and Al Jazeera.

Some of the clients I've worked for:

- Aljazeera.net
- Alaraby Aljadeed
- Ooredoo
- Amiri Diwan, Doha, Qatar
- Sout Al Khaleej Radio Qatar

Location: Qatar - Algeria – Jordan

ACHIEVEMENTS

- + Speaker with AmmanTT, Google, Oasis500 and local design meetups about UI/UX.
- + First place - Advertising Design Competition - UNICEF International.
- + Nominated with Free Arab Union competition - Syntax Digital.
- + Speech About Google Material design - Jordan Open Source association (JOSA).
- + Mentor with "Startup Weekend" and "Lean Machine" events.

INTERVIEWS & FEATURES

- + XFUNS - Creative and design magazine from Taipei, Taiwan.
- + Jump - Italian print magazine about digital creativity.
- + Media Inspiration - Online Design Resource, US.
- + 120seconds.com - Canadian, Broadcast Corp.
- + Theultralinx.com 15 Latest App Concepts for Apple Watch - 2014.

EDUCATION

Bachelor of Design (Graphic Design) -

2007/2011

88% (Excellence) With Honours

Yarmuok University, Jordan

PROFESSIONAL DEVELOPMENT

- + PDP: Leadership and Management (T-Three Group) 2014.
- + Rock Solid Responsive UX

+ Senior Visual Designer – Yahoo

NOV 2013 – JAN 2015

Leading and responsible for Tech, QSR, Auto and Retail for EMEA region.

Initiating and imagining advertising solutions (For the full experience and mobile ads) in order to drive clients' goals forward. Ensuring that a solid UX is running parallel to the creative aspects.

Some of the clients I've worked for:

- Samsung (Levant, AE, KSA, MEA and E5)
- Toyota
- Nissan
- Mercedes
- BOSS
- California Garden
- Nivea
- STC
- Huawei
- General Electric
- Souq.com
- Adidas
- Alhabtoor
- Lenovo
- Damac
- Swatch
- Etisalat
- Zain
- Mobily
- PEPSI
- HSPC
- Audi

Location: Jordan – Dubai

+ Senior Web Designer UX / UI– Souq.com

NOV 2012 – NOV 2013

Worked closely with the founder and CEO and PM team as part of the strategy and product development team in building online vertical marketplace for importers/exporters, manufacturers, wholesalers and retailers from GCC. I was responsible for providing creative input, design strategy and direction, information architecture, User Experience, graphic design, proposals and presentations for the company's projects, ventures and investments. Overseeing all creative work from concept to completion to ensure it meets standards of excellence. Corporate identity design and implementation. Recruiting creative talent and responsible for their management and performance reviews. Managed a team of 3 across design.

Location: Jordan – Dubai

Deliverables -
Souq.com/Riza Malik –
Dubai.

- + Agile development methodologies.
- + Android and Material design standards.
- + IOS Human Interface Guidelines.
- + So many online courses from Lynda.com in Product management, User experience and Design. Please check my LinkedIn.

SOFTWARE/APPS

Advance/expert level:

- + Adobe Illustrator.
- + Adobe Lightroom.
- + Adobe Photoshop.
- + Adobe Premier.
- + Adobe Animate.
- + Adobe Media Encoder.
- + Adobe Experience Design.
- + Sketch.
- + A/B Testing (Optimizely).
- + Heatmap (Crazy Egg).
- + Axure, Balsamiq, InVision,
- + Zeplin.

Working experience:

- + Adobe AfterEffect.
- + Adobe Dreamweaver.
- + 3DStudioMax.

CONTACT DETAILS

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