

## PERSONAL SUMMARY – SULTAN SHALAKHTI

A digital innovator with award-winning international experience in design, UI & UX, product management, creative problem solving, strategic thinking and online branding.

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, travel, telecommunication, media, logistics and healthcare. 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 talents, and streamlining business processes for optimal productivity. Having professionally raised in start-up culture and being part of the digital revolution right from its 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](http://dubacreative.com) - dedicated to design and business and everything in-between.

Portfolio [sultangfx.com](http://sultangfx.com)

LinkedIn [jo.linkedin.com/in/sultangfx](https://jo.linkedin.com/in/sultangfx)

## CONTACT DETAILS

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## EXPERTISE

### Creativity

- + Creative Direction.
- + Identity Development.
- + Revamping.
- + Graphic Design.

### Innovation

- + Design Thinking.
- + Information Architecture.
- + UX Design.
- + 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.
- + EXOs.

## PROFESSIONAL EXPERIENCE

### + Head of Design & UX – Saudi Digital Bank

October 2021- PRESENT

### + UX/UI Team Leader – Nextwo

April 2019 – October 2021

I am working with Nextwo under Tabadul's umbrella (One of Elm's companies), the digital transformation spindle for the logistics sector that supports customs and Mawani to facilitate trading journeys in Saudi Arabia by developing the main products, to name a few; Fasah.sa, Wthaq.sa and Fasah Pay.

#### Day-to-day Tasks:

- Leading the UI & UX team, strategic vision, and processes.
- Solving the complicated logistics experience in our products.
- Mentoring and coaching the team to handle together with the complicated problems and find the best user-centric solution.
- Maintain the voice of the customer program.
- Maintain the customer experience department KPIs.
- Leading the customer experience transition initiative inside the company.
- Managing the day-to-day tasks and the utilization report for the CX/UX/UI, Creative, marketing, and content team with the other functions in the company.
- Collaborating and managing the third parties working with Tabadul to support the strategic initiatives.
- Working with the product, delivery office, solutions, PMO, CEO, account managers, customer service, and customers to ensure that we have the best practices for customer experience.
- Building the internal platforms and dashboards.
- Working on all designs of the communications with other government entities to unified a tone of voice and design through our communication.

Through design, we express the portals in different ways and see various perspectives. Creativity and practicality are always emphasized in our designs, with a conceptual approach along with ideation and testing prototypes.

I had the chance to manage a small unit to achieve urgent milestones and projects (S.W.A.T) that include a great team of Back-end, front-end, QA, technical writers, designers, business analysts, security engineers, DevOps, and change management.

### + UX & Product Design Leader – Medrah

May 2017 - April 2019

Healthcare expert with proven results driving high reliability in safety, quality, experience of care, and engagement & culture transformation. Patient experience certified (CPXP).

Change management experience within leading international and national organizations, driving change across the continuum of care. Bedside experience building partnerships with patients, families, and health care colleagues to improve health outcomes. Passion for improving the care experience for patients, families, and healthcare workers.

1. Leading workshops (Using: user research and design thinking.) and requirement gathering from stakeholders.
2. Create and improve Medrah healthcare products (Patient / Provider portals and mobile apps on native mobile and web applications.

## 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

- + Theultralinx.com 15 Latest App Concepts for Apple Watch – 2014.
- + 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.

## EDUCATION

### Bachelor of Graphic Design 2007/2011

88% (Excellence) With Honors  
Yarmouk University, Jordan

## PROFESSIONAL DEVELOPMENT

- + PDP: Leadership and Management (T-Three Group) 2014.
- +EXO Expert.
- + Rock Solid Responsive UX Deliverables
- + Souq.com/Riza Malik Dubai, Agile/Scrum.
- + Android and Material design standards.
- + IOS Human Interface Guidelines.

3. Work closely with the product team to create and maintain consistency across all platforms.
4. Simplify complex interaction problems and champion a user-centered design methodology.
5. Wireframe/UI design and create early-stage prototypes.
6. Deliver polished designs and elaborate specs to our development team with a smooth handoff.
7. Evolve and maintain style guides.
8. Managing Patient / Provider related vendors for proposals.
9. Business development and Ideation for our products and customized projects.
10. Leading the team to deliver the best results on time.

### **+ 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

+ More Please on LinkedIn

### **SOFTWARE/APPS**

#### **Advance/expert level**

- + Adobe.
- + Sketch.
- + A/B Testing (Optimizely).
- + Crazy Egg and Hotjar.
- + Axure, Balsamiq, InVision, + Zeplin.

Location: Qatar - Algeria – Jordan

### **+ 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