

Tarek AlSawaf

UX Architect & Strategist

With 15 years of expertise in combining digital design, psychology, and business, I bring a unique skill set to help businesses drive strategic growth through their products and services. My diverse background in UX strategy, UI design, Systems & Design thinking, and data analysis allows me to offer a comprehensive and effective solution for any organization looking to enhance their user experience and drive success

 tarekalsawaf.com

 contact@tarekalsawaf.com

 [/tarekalsawaf](https://in.tarekalsawaf)

 [@tarekalsawaf](https://twitter.com/tarekalsawaf)

 +966 556 234 203

Work Experience

Devoteam - Riyadh

UX Lead Consultant, Architect - Strategy&Digital Transformation **March 2022 - Present**

- leading a team of designers in delivering exceptional user-centered solutions that bring clients' digital transformation visions to life for all design artifact produced; from initial discovery and user journey mapping through to the execution of final UI design details.
- Leverage a unique blend of system thinking and design thinking, as well as proficiency in UX design, testing activities, and design tools to drive exceptional user experiences.
- Successfully spearheaded the UX design team in crafting a comprehensive and effective enterprise-wide UX solution for different clients through extensive research, innovative information architecture, and a robust design system.

Desirm

Head of UX and Business Design

Nov 2018 - Feb 2022

- Transformed organizational structures and strategic assets to drive company innovation and growth.
- Utilized user & market insight, design thinking, business strategy and model innovation to design new products, services and user experiences, and aided clients in identifying growth opportunities within existing brands.
- Led cross-functional teams by approaching business challenges with the tools, tactics, and mindset of a designer.
- Worked on projects in a variety of sectors, including AI, Healthcare, Bigdata, Marketing, education, and more.

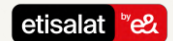
BBI Consultancy

UX Track lead - Full Time

Jan 2018 - Dec 2018

- Worked on the strategy and design of a number of products, such as (lagorta LLC)
- Drove the company's projects into concrete results started from strategy, UX research, journey maps, information architecture, interaction design. Moreover the UI design.
- Worked alongside business, marketing, ML teams to build the most functions for the products.
- Worked closely in designing AI modules by applying the Enterprise Design Thinking for AI.
- Created an internal design lab to improve the innovation process. Meanwhile spreading the awareness and benefits of design culture.

Clients I Worked With



Can Do

Value proposition design

UX Management

UX Design and strategy

User Research and Insights

Enterprise UX Design

UI and Visual Design

Data Visualization and Dashboard

Design for Human-Centered AI

Design, System Thinking

Prototyping, Testing and Validation

I-Soft Emirates, Cairo office

UX / UI Designer - Full Time

Feb 2017 - Dec 2017

- Led a B2C/B2B project for RTA Dubai Governance in the UAE, focusing on improving the user experience for customers.
- Utilized design strategy to identify gaps in the product offering and propose solutions to enhance product comprehension for both business stakeholders and technical teams.
- Worked closely with the commercial team to understand business challenges and convert them into profitable value propositions.
- Designed and implemented effective UX workflows, resulting in increased productivity and overall growth for the organization.

Dar Al Shorouk

Web and Graphic Designer

Oct 2010 - Apr 2016

- Collaborated with cross-functional teams to ensure user-centered design solutions and high usability for end-users.
- Expertly hand-coded projects utilizing HTML/CSS for optimal performance and accessibility.
- I have designed and developed various platforms, and successfully packaged online books in the standard Epub format.
- Designed and developed a diverse range of websites and portals, delivering visually appealing and functional experiences for clients.

VApps

UX / UI Designer - Full time

May 2016 - Aug 2016

- Primarily worked on a chatting application that was supposed to be incubated by one of the biggest telecommunication companies in Saudi Arabia.
- Accelerated the app execution by applying a sort of UX activities and UI Design principles.
- Worked closely with Commercial, development, and testing teams to confirm that we were all working toward the same goal.
- Worked in designing other different web applications.

Jdeed Alnozom, Cairo office

Product Designer - Full Time

Sep 2016 - Feb 2017

Hindawi Publishing Corporation

Product Designer - Full Time

Aug 2014 - Oct 2014

GlobeSoft

UI Designer - Part Time

May 2014 - Oct 2014

Art4muslim

UI Designer - Freelancer

Sep 2011 - Feb 2015

Priland

Web and Graphic Designer - Contracted

Sep 2011 - Feb 2016

ITQaan

Web and Graphic Designer - Full Time

July 2007 - Sep 2009

Certificates

Human centered system thinking

IDEOU



Product Analytics Micro-Certification (PAC)™

Product School



Product Masterclass: How to Build Digital Products

Product School



Enterprise Design Thinking - Team Essentials for AI

IBM



Enterprise Design Thinking Practitioner

IBM



Won the prize of the 4th seat - HajjHackathon Saudi arabia



I Teach What I Love, Share What I Know

UX Mentor

Nile Preneurs - Nile university



Speaker

Google Developer Group



Thank You