

Abdullah Ghatasheh

Senior Product Designer | UX/UI Expert | User Advocate | I help businesses build user-centric products that their customers love



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Experience

Senior Product Designer Oct 2023 - Present
Lumi car rental Dubai, UAE - Onsite 2 yrs 4 mos

- Lead the design process for the short-term rental product.
- Align the design team goals with the product and business vision.
- Conduct user research and analyze data to collect insights to validate and inform the design decisions and improve the product's user experience.
- Work with Product Managers, Engineers, QA, and business and operation teams.
- Create wireframes, UI designs, and high-fidelity prototypes.
- Enhance and maintain the design system
- Tools: Figma | FigJam | Miro | MS Clarity | MoEngage | Jira | Gsuite | Notion | Lokalise

Senior UX/UI designer (Contract via Estarta) Aug 2022 - Oct 2023
Adres Abu Dhabi, UAE - Remote 1 yr 1 mos

- Work closely with product, development, and business teams on different digital products.
- Conduct user research, and understand users' needs, behaviors, and motivations.
- Define personas and user flows.
- Create wireframes, high-fidelity mockups, and prototypes.
- Collaborate with product managers, and front-end and back-end developers to ensure designs are implemented accurately.
- Conduct usability testing to validate the designs and identify areas for improvement.
- Track users' behavior using Hotjar and collect insights using google analytics
- Tools: Figma | Hotjar | Google analytics | Jira | MS office | Gsuite | Notion

Senior UX/UI Designer Aug 2021 - Aug 2022
Mawdoo3.com Amman, Jordan - Hybrid 1 year

Firstly, I joined the AI team and worked on several products; Salma (The first Arabic AI Assistant), Mobile Banking App, and a Chatbot Builder. Then I moved to MakanE, an e-commerce platform that helps businesses create their own online stores & mobile apps to sell their products online.

- Conduct qualitative and qualitative research
- Define problem statements and objectives
- Ideate and brainstorm solutions for problem statements
- Wire-framing and prototyping
- Validate solutions using different validation methods, e.g. usability testing
- Tools: Figma | Jira | Google analytics

Aspire IT Services Partner Sep 2019 - Sep 2023
Amman, Jordan - Hybrid 4 years

UX Consultant · Part-time Aug 2021 - Sep 2023
Creative Designer (UX) · Full-time Oct 2020 - Aug 2021
UX Consultant · Part-time Sep 2019 - Oct 2020

- Conduct qualitative and qualitative research
- Define problem statements and objectives
- Ideate and brainstorm solutions for problem statements
- Wire-framing and prototyping
- Validate solutions using different validation methods, e.g. usability testing
- Tools: Figma | Adobe XD | Jira

Summary

From Mechanical Engineer to Creative Designer and now Product Designer.

With a background in Mechanical Engineering, I sharpened my problem-solving and analytical skills, which are the core skills for any product designer, and blended them with creative skills that helped me a lot to be a fully-fledged product designer who can translate business needs into enjoyable user experiences with beautiful UIs.

Education

B.Sc. Mechanical Engineering
Jordan University of Science and Technology
2011 - 2016

Skills

User Research Prototyping
UX/UI Design Design Thinking
Wire-framing Design Systems
User Testing Problem Solving

Tools

Figma, FigJam and Slides
Sketch, Framer, Adobe XD
Adobe Illustrator, Photoshop, InDesign, After Effects and Premier
CleverTap, MoEngage
Hotjar, MS Clarity
MS Excel, Word and PowerPoint
Google Sheets, Docs and Slides

Experience

Graphic Designer	Sep 2019 - Oct 2020
Qatar Free Zones Authority Doha, Qatar - Onsite	1 yr 2 mos

- Create creative visual designs for different types of media, digital and printed materials.
- Collaborate with marketing team to create design solutions that align with business goals.
- Create, maintain and audit the brand guidelines.
- Create UI designs for some digital interfaces.
- Tools: Adobe Illustrator | Adobe Photoshop | Adobe XD | Adobe InDesign

Creative Designer	Sep 2019 - Oct 2020
Aspire IT Services Partner Amman, Jordan - Onsite	1 yr 2 mos

- Create creative visual designs for different types of media, digital and printed materials.
- Collaborate with marketing team to create design solutions that align with business goals.
- Create UI designs for some digital interfaces.
- Tools: Adobe Illustrator | Adobe Photoshop | Adobe XD | Adobe InDesign

Graphic Designer	Sep 2019 - Oct 2020
Steps Communications Amman, Jordan - Onsite	1 yr 2 mos

- Create creative visual designs for different types of media, digital and printed materials.
- Create, maintain and audit the brand guidelines for multiple clients
- Create UI designs for some digital interfaces.
- Tools: Adobe Illustrator | Adobe Photoshop | Adobe XD | Adobe InDesign

Certificates

Conducting Usability Testing
Interaction Design Foundation

Mobile User Experience (UX) Design
Interaction Design Foundation

User Research – Methods and Best Practices
Interaction Design Foundation

Become a UX Designer from Scratch
Interaction Design Foundation

Google UX Design Specialization
Google via Coursera

Business Entrepreneurship
USAID