



DAREEN DAWOOD • UX UNICORN

DAREEN DAWOOD

UI UX TEAM LEAD



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Nationality: Saudi
Location: Jeddah

PROFILE

Creative UI Developer with 15 years experience facilitating and supporting human interactions with complex systems and software. Maintains user-centric designs while adhering to prescribed interface principals and related development goals. Dedicated to creating inviting and unintimidating interfaces for everything from simple open-source applications to complex proprietary systems.

Accomplished front-end developer experienced in supporting engagement with customers. Passionate about implementing scalable solutions and innovative ideas. Efficient problem solver with skills in teamwork and delivering projects on time.

EDUCATION

1999-2004

Bachelor of Computer Science

King Abdul Aziz University (KAAU), Jeddah, KSA

LATEST CERTIFICATIONS

- 2022
Leading With Emotional Intelligence
Franklin Covey
- 2023
Leadership Development Programme
HRDF
- 2025
UX Design Professional Certificate
Google

WORK EXPERIENCE

UI/UX Team Lead

2023 - Present

Abdullatif Jameel United Finance

- Established and led the UI/UX department, building foundational standards, design systems, and best practices aligned with organizational goals.
- Directed cross-functional collaboration, integrating user-centered design principles across agile product teams and development cycles.
- Mentored and managed a multidisciplinary UI/UX team, fostering continuous growth, collaboration, and performance excellence.
- Led end-to-end design efforts for internal platforms and strategic products, delivering responsive, accessible, and scalable interfaces.
- Planned and conducted user research, usability testing, and feedback sessions, translating insights into actionable design improvements.
- Produced key UX artifacts—including journey maps, personas, wireframes, and interactive prototypes—to guide the design process.
- Championed a user-centered design culture by conducting workshops, knowledge-sharing sessions, and onboarding programs.
- Executed hands-on front-end development using HTML5, CSS3, JavaScript, and the Outsystems low-code platform, with emphasis on performance and browser compatibility.
- Collaborated with stakeholders and developers to ensure seamless alignment between user needs, business goals, and technical implementation.

WORK EXPERIENCE

UI UX Sr. Expert

2018 - 2023

Abdullatif Jameel United Finance

- Designed user interfaces, data visualizations, and overall user experiences for new products and functions.
- Conducted in-depth analysis of existing interfaces to identify and address user pain points, resulting in enhanced user experiences.
- Collaborated closely with product managers to translate project requirements and business objectives into polished user interfaces.
- Engineered prototypes to support research and usability testing.
- Addressed customer complaints and resolved UX issues, leading to increased customer satisfaction.
- Utilized user research to transform abstract ideas and requirements into practical planning tools, including journey maps, user personas, and storyboards.
- Enhanced project platforms using HTML5, CSS3, and JavaScript to develop rich user interfaces.
- Developed Application UIs via emerging Front End Technologies such as Bootstrap.
- Devised site maps, user flows, wire-frames and mock-ups for designs based on proven methodologies, stakeholder requests and end-user feedback.
- Conducted comprehensive research by interviewing users, external customers, and various stakeholders.
- Performed testing on websites and mobile applications at various design and production stages to ensure alignment with designs and digital brand guidelines.

UI Designer & Developer

2017 - 2018

Future Technologies

- Served as the outsourced UI lead for significant projects.
- Acted as the outsourced front-end developer for both internal products and client projects.
- Applied critical thinking skills to dissect complex problems and offer effective solutions.
- Provided an outstanding level of service to customers by actively listening to their concerns and addressing their inquiries.
- Contributed to ongoing process improvement by generating valuable suggestions and engaging in collaborative problem-solving.
- Lead presenter for projects statues and work plans.

Senior Full Stack Web Developer

2008 - 2017

Arthromedia Advertising Agency

- Successfully delivered performance-driven and user-centric websites, meeting all business requirements.
- Built user interfaces, created data visualizations, and designed overall user experiences.
- Crafted an SEO strategy and intuitive interface, resulting in prominent rankings on major browser platforms.
- Collaborated with engineering team members to assess system loads and develop improvement plans.
- Managed development milestones from inception to final delivery.
- Gathered and defined customer requirements to create clear project specifications.
- Adjusted design parameters to optimize performance and incorporate new features.
- Actively contributed ideas and suggestions in team meetings, providing regular updates on deadlines, designs, and enhancements.
- Reviewed code, addressed debugging issues, resolved problems, and ensured cross-browser compatibility.
- Translated concepts into design mock-ups and prototypes to enhance user experiences and improve site interactions.
- Conducted comprehensive website redesigns to enhance navigation, visuals, and search engine rankings.
- Created robust Content Management Systems using .NET and SQL to serve as client interfaces.
- Provided user support to clients, offering training, education, and assistance in addressing their inquiries.

PROJECTS

Hacktown Hall

Internal Hackathon Founder

2023 - 2024

- Created and developed Hacktown complete visual identity.
- Led a dedicated team in the successful planning and execution of the event.
- Designed engaging themes and activities to boost employee morale and connectivity.
- Coordinated with cross-functional teams to ensure flawless event execution.
- Communicated with mentors and judges to ensure proper induction and alignment with event objectives.
- Organized workshops for participants, providing them with valuable skills and knowledge to enhance their projects.
- Prepared all presentations, ensuring high-quality and impactful content.
- Directed promotional campaigns, crafting advertisement phrases for screensavers and TV content.
- Managed all logistical aspects, including participant registration and event scheduling.
- Spoke at both the opening and closing events, engaging the audience and highlighting key messages.
- Gathered and evaluated feedback to enhance future event experiences.
- Created a committee to follow up with winning projects for implementation, ensuring continuity and real-world application.
- Managed the delivery of prizes to winners, maintaining a seamless and rewarding experience.

AWARDS & HONORS

- 2023
Kaizen Marathon, 1st Place
Awarded for the Hacktown project under the theme of “culture enhancement”, recognizing outstanding efforts in improving workplace culture through innovative event planning and execution.
- 2023
Best performance
Awarded for exceptional contributions to team success and project outcomes.

SKILLES & LANGUAGES

User Interface (UI) design	●●●●●●●●
User Experience (UX) Design	●●●●●●●●
Usability Understanding	●●●●●●●●
CSS3 & HTML5	●●●●●●●●
Analytical and Critical Thinking	●●●●●●●●
Teamwork and Collaboration	●●●●●●●●
Arabic	●●●●●●●●
English	●●●●●●●●

SOFTWARES & FRAMEWORKS

- Adobe CC 2025
(Dreamweaver – Photoshop – Illustrator – XD)
- Native Front-end Development using
Bootstrap v5 & Foundation v6 Framework
- Microsoft office 365
(Word - PowerPoint - Access - Excel)
- UI integration with Back-end using
Microsoft visual studio (MVS) 2019
- Low Code Front-end Development using
OutSystems 11 Platform