



Daniel Alshriky

Lead Product Design UI/UX and Researcher

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UAE Golden Visa holder
Nationality: Saint Lucian

Proficiencies: Managerial

- AI-Driven Design Strategy Leading integration of AI into design processes, workflows, and experiences
- Strategic thinking: Align UX/UI objectives with business goals.
- Team mentorship and coaching: Support junior designers and encourage skill development.
- Research leadership: Manage the user research strategy, ensuring that research activities are carried out effectively.
- Decision-making involves balancing user needs, technical, and business.
- Design systems management
- Maintain and grow a unified design system across multiple projects.
- Handoff and collaboration in development
- Assisting with workshop facilitation during the discovery and ideation phases.

Proficiencies: methods

- Asana, JIRA
- Figma, FigJam, Miro, and Figma's Plugins
- Adobe Creative Cloud (After Effects, Photoshop, Illustrator, Acrobat)

3D

- Maxon Cinema 4D and Spline 3D

Virtual

- Prototyping Augmented reality
- Extended Reality (XR) assets design

AI

- Prompt and context Engineering for Design
- AI agents and AI pipelines for UX Research

Rapid Prototyping

Prototyping (Figma, Vibe coding)

Code

- Front-end Development (HTML, CSS, JS)
- Lottiefiles Lightweight, scalable animations, SVG

Languages

Design UI for both Arabic and English languages

Product design leader with 19 years in research, user experience, and interaction design, currently focused on AI transformation and Extended Reality.

Experience spans aviation, education, real estate, e-commerce, and fintech, including advisory work with startups and leadership of in-house design teams. Specializes in complex systems, bringing structure through user research, information architecture, and design systems that scale across products.

Partners closely with developers, IT leaders, and product managers, and designs interfaces in both Arabic and English.

Work Experience

UX / UI leader and UX researcher @ Department of Education and Knowledge ADEK

Abu Dhabi, UAE | Aug 2022 - Present

- Lead a team of designers specialists, including product designers and a UX writer, driving innovation and AI transformation initiatives across ADEK's digital ecosystem
- Develop and implement experience design strategies aligned with the organization's digital transformation roadmap
- Lead the creation of a parent-focused digital product. Use human-centered methods like persona creation, empathy models, and user journeys
- Create and govern design systems and guidelines, enabling scalable and high-quality user experiences
- Supervises an iterative design process with a group of UI developers and QA teams
- Interact with research and business leads to understand requirements, challenges, and ambition
- Conducted a UX audit. It aimed to improve the ADEK systems and the parents' mobile app
- Provide design leadership, mentor designers, and guide teams on leveraging AI in human-centered design processes

UX Architect @ Carrefour UAE

Dubai, UAE | Jul 2021 - Jul 2022

- Work with leaders to define the UX vision and its relation to business goals. Create consistent user experiences across products and platforms
- Create and uphold user-centered design strategies and best practices. They should guide teams in building intuitive, accessible interfaces
- Conduct user research to inform design decisions, find pain points, and uncover opportunities to improve the user experience that yield insights into the needs, behaviors, and motivations of target users
- Create information architectures, user flows, wireframes, and prototypes that detail design concepts and functionalities
- Work closely with cross-functional teams, including developers, product managers, and designers. Implement and improve designs based on user feedback and testing

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Proficiencies: principles

- AI transformation
- Animation, Micro-animation
- Design Interface (Web, Mobile, Tablet, Wearable, TV, Kiosks)
- Design operations (DesignOps)
- Design system
- Empathy mapping
- Evaluation (Findable, Accessible, Usable, Credible, Useful)
- Information Architecture
- Information visualization
- Interaction design
- Mapping design
- Personas
- Service blueprint
- Task Models
- User-centered design
- User journey maps
- User stories
- Wire-framing
- More ...

Awards

- Emirates Airline Najm - Bronze
- Emirates Airline Najm - Bronze
- Featured on Behance - Branding
- Featured on Behance - Web design

Work Experience

User Experience Lead @ Dar Al Arkan Properties

Dubai, UAE | Aug 2020 – July 2021

- Head of design, leading a remote team in India and Poland
- Define and implement an end-user support experience target and roadmap in collaboration with product owners focusing on optimizing content and its accessibility
- Leverage data analysis, user research, and benchmarking to guide and develop best practices
- Lead content strategy, style guides, and information architecture

Sr. User Experience Designer @ Emirates Airline

Dubai, UAE | Jul 2018 – Aug 2020

- Work with airport business leaders, business analysts, and strategists to create solutions that are aligned with the industry's best practices and trends, to improve services, optimize the experiences of target users
- Conduct interviews, surveys, and workshops with users to verify user needs and help set and achieve business goals
- Analyze and create workflow processes, user journeys, and service blueprint
- Prepare UX improvement proposals
- Leverage design thinking methodologies to create innovative concepts
- Comprehensive analysis and review of user interface systems and highlighting probable optimization and improvement
- Created data visualizations and infographics to guide agents at Dubai Airport with new service instructions

User Experience Designer @ Emirates Airline

Dubai, UAE | Sep 2015 – Jun 2018

- Lead the design process and maintain visual and interaction consistency across multiple teams
- Work closely with cross-functional teams that include operations, developers, and project managers to create designs while incorporating customer feedback
- Work closely with training teams with aviation college and assist with the creation of training material
- Create and manage design systems, behavioral guidelines, and recommendations as per enterprise application standards
- Conduct research, usability testing, and user interviews
- Involved in creating sketches, and detailed wireframes, and other deliverables that effectively communicate the information and interaction design
- Guide and support developers to ensure the developed product aligns with the approved design

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Education

- Edexcel - Higher National Diploma Business Administration and Management, General
- Project Management Professional (PMP) Training course certificate of completion.
- University of Michigan Extended Reality for Everybody

Certifications

Interaction Design Foundation

- Psychology of Interaction Design
 - The Ultimate Guide Psychology of E-Commerce
 - How to Sell Online Emotional Design
 - How to Make Products People Will Love
- All 51 courses ...

Meta

Foundations of AR What is the Metaverse

Google

- Introduction to Augmented Reality and ARCore
- Foundations: Data, everywhere Ask Questions to Make Data-Driven Decisions Share Data Through the Art of Visualization

Awwwards

- Art Direction secrets to create unique web experiences
- Augmented Reality: Design and Prototype Digital Experiences for the Real World

Domestika

- Designing Products of the Future
 - Introduction to CMF Design: Color, Material, and Finish
 - Introduction Ephemeral Space Design
 - Introduction to Visual Merchandising
- More +10 ...

Work Experience

UX/UI Designer and Front-end developer @ Property Finder FZ LLC
Dubai, UAE | Mar 2014 – Jun 2015

- Gather requirements from project managers and marketing team to develop UI and marketing materials
- Work with web specialists including web developers and graphic designers
- Work on interaction, and UI design
- Conduct end-to-end process from research to UI design for a new CRM product
- Demonstrate and receive feedback about draft sites
- Design brand identity guidelines and animation

UI designer and front-end developer @ Argaam Investments FZ LLC
Dubai, UAE | Feb 2011 – Mar 2014

- Analyzed business requirements and technologies to align design solutions with objectives
- Developed sitemaps, wireframes, and conducted quality assurance (QA) to ensure optimal user experience
- Designed intuitive, user-centered products and contributed to front-end development
- Built responsive layouts optimized for the latest platforms and devices
- Ensured cross-browser/device compatibility and implemented SEO
- Created modern web pages using HTML5, CSS, and JavaScript, delivering cutting-edge designs

Interactive Media Designer and Developer @ Creative Link Studio
Remote | Feb 2006 – Mar 2010

- Designed and developed interactive web experiences, animated interfaces, and rich media using Flash and ActionScript
- Produced motion graphics, micro-interactions, and animated brand assets for websites and marketing campaigns
- Translated static concepts from designers and marketing teams into working interactive prototypes
- Built and integrated front-end components using HTML, CSS, and JavaScript, ensuring cross-browser and cross-device compatibility
- Managed projects end to end, from storyboard and concept through delivery and client feedback
- Optimized assets for file size and load performance without compromising visual quality