Ibrahim Abouseada

Head of Customer Experience & Product Design

LinkedIn: in/iseada

iseada.com

me@iseada.com

+965-5537-2245

Professional Profile

Strategic design leader with 14+ years of experience, driving substantial revenue through user-centred design. I excel in building and leading high-performing cross-functional teams, fostering collaboration, and optimising processes for efficient delivery. My expertise in eCommerce, UX, digital interface design, front-end development, and conversion optimisation ensures exceptional customer experiences.

Career Summary

⊕ Design Manager, Group eCommerce.
🗄 **Alshaya Group - Kuwait**

Feb 2018 – date

KEY ACHIEVEMENTS

- Implemented a streamlined workflow, design methodologies, and a factory method design framework, resulting in significantly increased output.

- Led the creation of top-tier product designs for 15 regional brands across web and mobile platforms in 7 markets, while also consistently providing design deliverables for their BAU marketing activities.

- Led data-driven personalization approach, based on customers' segment interests through DY (Dynamic Yield), leading to 40% increase in conversion rate and resulting in enhanced AOV & RPU.

- Led a significant project to implement an Oracle-based customer self-service and knowledge base, greatly reducing customer service costs while increasing effectiveness and satisfaction.

- Introduced innovative Design Systems, increasing product designs & banners implementation throughput by almost 40%, all while conserving valuable FTE resources.

RESPONSIBILITIES

- Led a dynamic team of Graphic, UI designers, and front-end developers responsible for crafting websites, mobile apps, marketing initiatives, and maintaining a vibrant digital presence across diverse touch points.

- Collaborated closely with host brands as pivotal stakeholders, fostering genuine and lasting relationships to align design strategies with business objectives.

- Directed the entire product design process, from conceptualization to final execution, while fostering collaboration among multiple stakeholders to maintain consistently exceptional standards.

- Provided creative leadership in design, facilitating design sprints, ideation sessions, standups, and critiques.

- Recruited and developed high-performing design team, fostering a success-oriented team culture.

- Established team-org chart, procedures, and KPIs, monitoring performance and activities accordingly.

- Planned and orchestrated the design features backlog, strategically prioritizing tasks across various workstreams to guarantee timely and successful delivery.

⊕ Senior UX & Product Designer, CRM & Digital
🗄 **Alshaya Group - Kuwait**

Dec 2015 – Feb 2018

- Led product design studio, collaborating with and directing the efforts of a multidisciplinary team of product designers, developers, marketing and research.

- Deployed profound understanding of the interplay between business requirements, user research, branding and visual design to apply most appropriate matches of UX processes, technologies and methodologies.

- Designed storyboards, architecture, prototypes, user interactions, and visual design for digital products.

Senior Product Designer/Frontend Developer
KuwaitNET - Kuwait

May 2013 – Nov 2015

- Designed and developed front end of web and mobile products.
- Gathered, defined customer requirements, built wireframes and prototypes for approval.
- Researched appropriate techniques, design patterns and components.
- Built, tested and delivered interactive application interfaces.

Web Designer
Freelance.com - Remotely

Feb 2012 – Feb 2013

- Designed and built web sites and pages for a range of clients.
- Established client relationships, documented project requirements and gained agreement.
- Produced prototypes, test builds and final products using technologies appropriate to the task at hand.

Proprietor/Webmaster
Index4web - Saudi Arabia

Jan 2009 – Feb 2012

- Managed web hosting service for more than eighty clients.
- Established and met agreed service levels.
- Provided technical guidance as well as design services for applications.

Skills

Product Design, (UI)	Design Systems	eCommerce	Leadership
User Experience, (UX)	Design Strategy	Product Optimization	Stakeholder Management
Design Thinking	Problem Solving	Conversion Optimization	Agile Methodology
User-Centered Design	Innovation	Frontend Development	SEO

Volunteer Work

Senior Editor
DMOZ, Google's Open Directory project

Jan 2010 – Mar 2017

Education

UX Design/Visual Communications
Interaction Design Foundation

2019

Bachelor of Commerce
Benha University, Egypt

2015

Languages

- English
- Arabic