Ali Abdullah | UI/UX Designer

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Summary

UI/UX designer with 3+ years designing enterprise and university platforms. Redesigned a campus-wide publishing workflow that cut daily operational time by over 80%, and built a 35+ component design system for Aramco Digital's B2B marketplace.

Professional Experience

EPAM Systems | UI/UX Designer | Mar 2026 – Sep 2026

- Delivered the UI/UX of Aramco Digital's B2B marketplace (client project) with a fellow designer in a Scrum team.
- Turned the Product Owner's user stories into 10+ responsive screens, including a product details page with 5 states.
- Shaped 2 purchasing flows (Plan and Device) and a comparison feature, iterating on client feedback.
- Built a design system of 35+ reusable components on MUI (Material UI), improving consistency and maintainability.
- Worked with 2 front-end developers through handoff and implementation, running UI testing to ensure design accuracy.
  Project link: marketplace.aramcodigital.com

King Fahd University of Petroleum & Minerals (KFUPM) | UI/UX Designer | Apr 2023 – Sep 2025

- Led the end-to-end redesign of KFUPM Today, the daily digest for 15K+ campus readers, from research to prototyping.
- Centralized offers for 40K+ students and graduates into 1 platform (KFUPM Offers) with a unified layout.
- Created the Visit KFUPM registration platform, which registered 3,000+ visitors across 62 bi-weekly campus tours (50–70 per tour), with request channels for international delegations and visits from government agencies and other institutions.
- Ran usability testing on 5 projects, using high-fidelity prototypes to validate and refine design decisions.
- Reviewed designs and prototypes for 5+ projects across other departments to ensure brand consistency.
- Produced 15+ visual assets per month for digital campaigns, in line with the university's brand identity.

Projects

KFUPM Today (KFUPM) | Apr 2025 – Sep 2025

- Designed a unified platform that handles ~30 weekly submissions: guided submission with live preview, status tracking, content and design review, scheduling, and automated email notifications.
- Redesigned the publishing workflow to cut daily operational time from 3–5 hours to under 30 minutes, replacing manual copy-and-paste with automatic inclusion of approved items in Wagtail CMS.
- Validated submission time, status tracking and feedback transparency in usability tests with 3–5 participants.
- Wrote publishing guidelines and standardized content categories, ending duplicate categories caused by typos.
  Case study: behance.net/gallery/238966269/KFUPM-Today

KFUPM News Website (KFUPM) | Oct 2024 – Sep 2025

- Benchmarked 4–5 leading university news platforms to set the UX direction and site structure.
- Applied the findings to a 4-category public website UI, working with developers to ensure design accuracy.
  Case study: behance.net/gallery/238982829/KFUPM-News-Website

FPL Weekly (Personal Project) | Sep 2026 – Present

- Shipped a free web app that generates personalized Fantasy Premier League (FPL) weekly and mini-league reports.
- Defined product, UX and feature requirements, and built the app end to end with Claude Code (AI-assisted).
  Project link: fpl-weekly.vercel.app

Education

Bachelor of Science in Software Engineering | King Fahd University of Petroleum & Minerals | Jan 2023

Certifications

Professional Accreditation Certification | Saudi Council of Engineers (SCE) | Mar 2023 – Jan 2027

Skills

- **UI/UX Design:** User Experience Design, User Interface Design, Design Systems, Wireframing, Interactive Prototyping, User Flows, Information Architecture, Usability Testing, Accessibility (WCAG), Responsive Design
- **UX & Product:** Requirements Analysis, Stakeholder Collaboration, Design Handoff, Agile/Scrum
- **Tools:** Figma, Adobe Photoshop, Claude Code, Jira, Notion, ClickUp, Slack, Microsoft Teams
- **Technical:** HTML5, CSS3, JavaScript, TypeScript, React, Bootstrap, Material UI (MUI)

Languages

Arabic (Native), English (Advanced)