NADEEM M.A. BAKHSH

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PERSONAL INFO

Nationality: Saudi Arabian Date of Birth: 29th March 1983 Marital Status: Married

www.uxbert.com www.nadude.com UX.sa

SUMMARY: UX & Product Strategist / Manager

- I believe the User Experience Matters. My goal is to make the world user friendly. By implementing the scientific method (build, measure, learn) to carefully integrate new technologies with psychology, economics and awesomeness, I believe we can create fascinating easy-to-use experiences for the 'social good'. Let's cloud, crowd and collaborate.
- Strong international professional and academic background in user experience and product vision, strategy, management and execution combined with excellent enthusiasm for creating innovative, simple, exciting and engaging experiences.
- Proficient in a range of user experience processes, guidelines and theories with a solid understanding of the capabilities and limitations of technologies in order to identify and solve business, design and technical challenges using rapid iterative and cost-effective strategies.
- Proven leadership skills to create a team vision, supportive team environment, efficient work processes, setting realistic yet challenging goals while mentoring and encouraging personal development and ensuring the team achieves its effective goals .
- Innovative and analytical aptitude to think outside the box by drawing on various disciplines and interests, such as Psychology, Economics and Biology.

IT EXPERIENCE

Frameworks: Ajax. ASP.NET, C++, CGI, Django, Elasticsearch, GitHub, HTML/5, Java, JavaScript, jQuery, Memcached, MySQL, Nginx, Python, Redis, Scrum, Sphinx, XHTML, XML, UML, VB, Zeromq

Software: Balsamiq, Dreamweaver, FakeApp, Fireworks, Jira, MS Visio, MS Visual Studio, MS Visual Web Developer, Prezi, Selenium

Services: Bounce App, Clicktale, CrazyEgg, Gargoyle, GetSatisfaction, Google Analytics, Graphite, Jenkins, Kissmetrics, Notable App, Optimal Workshop, PollDaddy, Sentry, Streamsend, SurveyMonkey, Verify App, Visual Website Optimizer , Zendesk

SELECTED WORK EXPERIENCE

Present-06/2014

Senior UX, Usability & Ecommerce Consultant at UXBERT.com
Riyadh, Saudi Arabia

Established Saudi Arabia's first User Experience, Usability and Ecommerce research, training, consulting, design and development company in Riyadh to create simple products that people love to use.

It features the first Usability Lab in the Kingdom. The Uxbert Usability Lab is equipped with state of the art technologies like eye tracking research devices and industry leading usability research software to bring the Saudi ecommerce and online market and entrepreneurs a facility where they can focus on user research, evaluation and user testing of all their web and mobile applications and services across various devices and browsers.

The team consists of certified usability and user experience professionals that spend their days creating in-house Uxbert products, researching, consulting and training companies and entrepreneurs for their products.

Uxbert is also a startup accelerator that provides entrepreneurs with start up capital, resources and lean UX and MVP business expertise to test, validate and present their ideas and get their startups off the ground.

Why? Because we believe the User Experience matters.

Some recent accomplishments:

- Nominee for 2016 Top 100 Entrepreneurs Shaping Saudi Arabia's Future & Leader's Inspiring a Kingdom by Forbes Middle East
- Recognized as one of the best Twitter handles in the Arab World
- 1st Professional & Certified UX & Usability Consulting & Training Firm in Saudi Arabia

- 1st State-of-the-art Scientific Usability Lab in Saudi Arabia
- Almost 300 technology professionals registered in our community UX & Design Riyadh community CSR initiative since July 2014
- Host monthly trainings and community meetups in Riyadh in partnership with Mobily
- Managed UX work on one of the most successful startups in the Arab world
- Managed UX work on the largest corporate intranet in the world
- Joined Prince Sultan University's Startup Accelerator Board
- Joined Prince Sultan University's Academic Board for the Ecommerce Department

Present-08/2012 **Senior UX & Usability Architect at Schlumberger**
Dubai, United Arab Emirates

Schlumberger has the world's second largest corporate intranet with roughly 130,000 employees. Intranet applications' UX and usability have a significant impact on key business decisions, strategy, communications, costs, employee performance, satisfaction and resources.

I was tasked to identify and leverage UCD opportunities, establish and institutionalize a human centered design framework to address UX challenges to provide continuity, vision and consistency.

I managed the UX and usability research, design and quality process for several key intranet applications coordinating with key stakeholders, vendors and remote team members (designers/developers) around the globe as well as providing UX training and consulting to project teams in the HR, IT and Sales departments.

Projects included employee & management dashboards, portals, organization management, notifications, HR process systems, sales intelligence and communications mobility transformations. Along with UX responsibilities I was also heavily involved in change management, branding, communications, QA support process and application testing.

The work required regular travel around the world for usability evaluations and testing along with pioneering state of the art remote usability analytics, feedback, online change management, training and evaluation tools.

Responsible for developing and executing a UX vision, strategy and framework. Working with designers and developers to take the established project vision through iterative UCD and UX processes from ideas, wireframes, composites and prototypes through to production applications. This included:

- Set of best practices & training
- Standardized methods, interactions, patterns & guidelines
- Knowledge management, common library & tools set
- User needs, personas, user scenarios & user flows
- Information architecture
- User Evaluations
- Usability analysis, testing & feedback
- Wireframes & prototyping
- A UX Analytics & Metrics Strategy

06/2014-06/2012 **UX, Usability & Product Management Consultant at UXBERT.com**
Dubai, United Arab Emirates

Founded a specialist niche consulting business that specializes in Arab, GCC and MENA startup and corporate web, mobile and complex applications' UX, usability and product management.

- Focused on innovation, growth, engagement, conversion and product development strategies and executions.

04/2010-06/2012 **UX & QA Manager at dubizzle**
Dubai, United Arab Emirates

Established a UX and QA department to oversee strategy, processes and expansion of dubizzle from Dubai English to 850K users at 20M pageviews/month to 35 cities in 14 MENA countries and 3 languages to 4M users at 150M pageviews/month.

- Re-engineered the product development lifecycle at dubizzle into a user centered process

    - Identified business and user needs to develop growth, engagement and retention strategies by analyzing key metrics
    - Initiated new and iterative projects targeting user acquisition, activation, engagement, retention and resurrection while integrating a viral engine of growth within the user flows that fuels invitations and referrals
    - Created product requirements as well as functional (wireframe designs) and technical (development tasks) specifications
    - Supervised all user research, evaluations, testing and feedback to lead web design
    - Supervised web project development in an agile Scrum/Kanban environment
    - Controlled and managed the launch release schedule
    - Created high performance teams by driving, training, mentoring and supporting the various tech teams
  - Key player amongst all business operations for the product development process. Coordinated closely with and acted as a bridge between marketing, sales and customer service, managed the user experience design and quality assurance teams, supervised all tech projects with the lead developers and reported directly to the managing partners of dubizzle.

06/2008-12/2008 **Web & Usability Consultant at A Little Light Ltd.**
London, United Kingdom

- Completed stringent market research combined with usability evaluations highlighting the successful usability features of popular websites
- Researched current non-profit organizations' use of technology, identifying which technologies and systems are of benefit
- Created innovative fundraising, recruitment and awareness system for international non-profit organizations
- Designed and developed a confidential prototype system

01/2008-06/2008 **Telephone Interviewer at Ipsos Mori**
London, United Kingdom

- Improved communication and social skills while carrying out government & market research in London
- Regularly exceeded targets and scored highly in quality assessments

09/2003 **Web Developer & Designer at British Kashmiri Medical Association**
Manchester, United Kingdom

- Created fully functional, highly usable and interactive website
- Surpassed client's expectations by incorporating innovative ideas

EDUCATION & TRAINING

08/2008-09/2009 **Master of Science (MSc) with *Distinction* in Electronic Technology for Business**
The University of Sunderland, Sunderland, United Kingdom

- 2009: Graduated highest in class
- Developed a strong understanding and interest in interface usability
- Researched and evaluated usability trends in popular websites (mainly ecommerce and social networking) and created a novel global fundraising prototype system

09/2007-06/2008 **Postgraduate Diploma (PGD) in E-Technology for Business**
Cavendish College, London, United Kingdom

- 2008: Graduated highest in class
- Modules: Dynamic Web Engineering for eCommerce; Web Interaction Design; Information Systems Security Engineering; Database Systems Engineering; Etechnology for Information Management; Research, Ethical and Professional Issues

09/2003-06/2007 **Bachelor of Science (BSc) with *Honors* in Bioinformatics (Biological & Computer Science)**
The University of Manchester, Manchester, United Kingdom

- 2007: Graduated with Honors
- 2003: MHE Scholarship worth £60,000 (For high academic performance in 2002)
- Relevant IT Modules: Artificial Intelligence; Hypertext and World-Wide-Web; Programming; Bioinformatics Algorithms; Bioinformatics Mini-projects; Software Analysis & Design; Visual & Object Orientated Programming; Data Structures &

Algorithms; Databases; Database Technology; Data Handling Skills; Computer Practical Skills

09/2001-01/2003 **Bachelor of Science (BSc) in Medical Genetics**
Brunel University, London, United Kingdom

- 2003: Withdrew in 2nd year due to medical reasons
- 2002: Passed Biomathematics and Biological Statistics highest in class

08/2000 **Management Workshop with Emphasis on Organizational Skills**
King's College London, University of London, London, United Kingdom

- Acquired strong fundamental skills in organization, communication, motivation, teamwork, leadership and time management

07/2000 **French Summer School**
Emmanuel College, University of Cambridge, Cambridge, United Kingdom

08/1998-06/2001 **International Baccalaureate Diploma & American High School Diploma with *Honors***
The American Community School, ACS – Boarding Division, Surrey, United Kingdom

SELECTED VOLUNTEER EXPERIENCE

06/2007-Present **Project Manager at Lifeline Charitable Trust: Srinagar, Kashmir, India**

- Supervising research, vision, strategy and implementation of a social business model to self sustain a sponsorship program for vulnerable children.

01/2006-05/2012 **Remote IT & Web Consultant at Friends Medical Services Ltd.: Srinagar, Kashmir, India**

- Consulted on the hospital's IT & web strategies
- Developed the initial website
- Performed expert usability analysis on current website

10/2009-04/2010 **Co-Founder of SaudiUrbia.com: Riyadh, Saudi Arabia**

- In charge of strategy, technology and ux design
- Researching availability of English Saudi web services
- Creating a next generation, multifaceted, highly interactive web portal serving social and professional needs of Saudi residents and visitors

HOBBIES / INTERESTS / ACTIVITIES

- Member of UXPA - User Experience Professionals Association
- Member of IXDA – Interaction Design Association
- Member of IAI – Information Architecture Association
- Global poverty: its complex, challenging problems and imminent need for innovative solutions
- Participate in international outdoor adventure/challenge expeditions to strengthen problem-solving, teamwork and leadership skills (Anzerre, Switzerland & Wales, UK)
- Compete in tennis and volleyball at local and national level. High School: Captain of tennis and volleyball teams
- Enjoy science, travel, literature, philosophy, playing viola and learning guitar

LANGUAGES

Fluent in English, learning basic Arabic, basic French & conversational Hindi, Urdu & Kashmiri

REFERENCES

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