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Languages Arabic, English

Hobbies • Watercolor painting
 • Characters sketching
 • Gypsum sculpture
 • Calligraphy

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  [dribbble.com](https://dribbble.com/waelkamal)
  [behance.net](https://www.behance.net/waelkamal)

Hello! ... I'm **Wael**, I'm **UX Specialist**

Solving **PROBLEMS** is my SUPERPOWER

ABOUT ME

Turning complex business requirements into simple, intuitive digital experiences.

Senior UX/UI & Product Designer with a career spanning visual design, digital experiences, and complex enterprise products. Experienced in translating business requirements, user needs, and technical constraints into clear information architectures, intuitive user journeys, scalable interfaces, and practical product experiences.

My work extends beyond interface design into understanding the problem behind the product - collaborating with business stakeholders, product teams, and developers to simplify complex workflows, identify usability issues, structure information, and turn requirements into solutions that work for both users and the business.

My journey into design began long before it became my profession. What started in childhood as a natural instinct for drawing and visual expression evolved through calligraphy, advertising, graphic design, web and interface design, and ultimately into UX and Product Design - combining decades of visual experience with a user-centered, problem-solving mindset.

PROFESSIONAL DEVELOPMENT



UX Design Diploma
Princess Sumaya University (PSUT)



UX Management
Nielsen Norman Group (NN/g)

DESIGN & PRODUCT CAPABILITIES

- Product Design
- UX Strategy
- User-Centered Design
- User Research
- UX Expert Reviews
- Usability Evaluation & Testing
- Information Architecture
- User Flows
- User Journey & Experience Mapping
- Card Sorting
- Interaction Design
- Wireframing & Interactive Prototyping
- UI & Responsive Design
- Design Systems
- Complex Workflow Simplification
- Business Requirements Translation
- Stakeholder Collaboration
- BA & Developer Collaboration
- Developer Handoff
- Cross-functional & Remote Collaboration

PROFESSIONAL SCOPE & INDUSTRY EXPERIENCE

Scope

Enterprise Platforms · Government Digital Services · Web Applications · Mobile Applications · B2B & B2C Products · Complex Business Workflows · Data-Heavy Interfaces · Digital Transformation · Healthcare Platforms

Industries

- Government & Digital Services
- Healthcare
- Fintech & Digital Payments
- Customs & Trade
- Enterprise Platforms
- ERP & Business Systems
- E-commerce
- Education
- Telecommunications
- Data & Information Platforms

SELECTED PRODUCT & CLIENT EXPOSURE

Saudi Ministry of Health · Lean Business Services · Tabadul · Saudi Customs · Fasah · HESN+ · TARMEEZ · Wthaq · WASIL · MadfooatCom / eFAWATEERcom · T2

Industries

Government & Digital Services · Healthcare · Fintech & Digital Payments · Customs & Trade · Enterprise Platforms · ERP & Business Systems · E-commerce · Education · Telecommunications · Data & Information Platforms

TOOLS

Primaries



Also experienced with Adobe Creative Suite, Framer, and a wide range of AI-assisted research, ideation, prototyping, and design tools — adapting my workflow to each team's environment and needs.

The Journey so far

a career built on Curiosity

PROFESSIONAL EXPERIENCE

2021 لين Lean Senior UX Designer Lean Business Services - through Nextwo Riyadh / Remote - Collaborate with business analysts, stakeholders, and developers to translate complex requirements into usable digital experiences. - Design user journeys, information architecture, workflows, wireframes, prototypes, and interfaces for enterprise and government products. - Identify usability issues and propose practical UX improvements aligned with user, business, and technical needs. - Support the full design lifecycle, from requirements and UX exploration through UI design and developer handoff. - Contribute to healthcare and digital transformation products, including systems for the Saudi Ministry of Health. - Conduct UX reviews and recommend improvements for existing products and new features.	2018 تبادول TABADUL Senior UX Designer Tabadul - through Nextwo Amman / Hybrid - Worked on large-scale digital transformation platforms for Saudi Customs, translating complex requirements into intuitive digital experiences. - Designed end-to-end user journeys, workflows, wireframes, prototypes, and web/mobile interfaces. - Designed digital products from the ground up, including product structure, UI, visual identity, and brand guidelines. - Transformed complex paper-based customs processes into structured and simplified digital workflows. - Identified usability issues and improved experiences based on user, business, and technical needs. - Collaborated with business, stakeholders, and development teams throughout design and implementation.	2015 Wael DESIGNS Visualizer / UX Designer Self employed - Provided end-to-end design services for dozens of companies, entrepreneurs, and individuals, across graphic design, branding, web design, UX/UI, and digital products. - Designed dozens of digital products and experiences, translating business ideas and requirements into user flows, wireframes, interfaces, and complete visual experiences. - Built brands from the ground up, including visual identities, brand guidelines, and digital applications, ensuring consistency across physical and digital touchpoints. - Managed projects independently from initial client discussions and requirements through concept development, design, iteration, and final delivery. - Worked across diverse industries and project types, continuously adapting my process to different users, business needs, and technical constraints.	2012 Visual Designer Shua'a Al-Madarek Ltd - Delivered visual design, branding, UX/UI, application design, and front-end implementation for clients and organizations across the Middle East. - Led and contributed to branding projects, developing visual identities and brand applications tailored to diverse clients and regional markets. - Built and styled web interfaces using HTML and CSS, translating visual concepts into functional front-end experiences. - Began evolving my design approach toward User-Centered Design and Design Thinking, focusing more deeply on user needs, behaviors, journeys, and usability. - This period marked a key transition from traditional visual and branding work toward UX and digital product design, combining visual craft with structured problem-solving.	2007 SENECA ASSOCIATES LTD Web Designer Seneca Associates Ltd. - Marked my transition from graphic design into web and digital product design, learning and applying HTML and CSS in real-world projects. - Designed interfaces for digital products, including an ERP system, dental clinic management system, and other business applications. - Created product branding and visual identities, then translated them into consistent user interfaces and web experiences. - Worked closely with customers, executives, and developers to understand requirements, define functionality, and deliver implementation-ready designs.	2004-1997 The Foundation Years Al-Rabya Press "Sakher Group" Senior Graphic Designer 2004 to 2007 Designed print and graphic communication materials while working directly with customers and supervising design-to-production workflows. The Engineering Co. "Khattab" Senior Graphic Designer 2001 to 2004 Dealing with all kinds of Graphic Design Matters related to CNC Machines & advertising printers. PALQIS Advertising Co. Acting Partner 1997 to 2001 Concluding deals with potential clients to design and manufacture external and internal advertising
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PROFESSIONAL SCOPE & INDUSTRY EXPERIENCE

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Industries	Government & Digital Services · Healthcare · Fintech & Digital Payments · Customs & Trade · Enterprise Platforms · ERP & Business Systems · E-commerce · Education · Telecommunications · Data & Information Platforms

SELECTED PRODUCT & CLIENT EXPOSURE

A selection of products I've worked on			
WASIL	wthaq	IBRAQ	Fasah
HESN+	FoodBus	eFAWATEERCOM	Availo App
			Mollaty
			TARMEEZ