



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

Solving **PROBLEMS** is my **SUPERPOWER**

About me

You know the type of the kids who always drew on walls, papers, even their hands (when they don't get caught?), that was me.

Growing up, I found my space in calligraphy at a small company specialized in advertising.

Replacing the pencil and chalk with a mouse and a keyboard unleashed more creative ideas and opened a wide road to branding, publications, and printing, Being passion-driven and staying tuned to what's trending led me to learning all about UI and UX, understanding different users journeys and how to make it an enjoyable one for them.

Certifications



Skills

- Branding
- User Research
- User Flow and data structure
- Experience Maps
- Wireframing
- Interface Design
- Experience Mapping
- Interaction Design
- Card Sorting
- Product Design
- Usability Testing
- UX Audit & expert review

Tools



History

- 2021** | **UX Designer - lean.sa through Nextwo.ae**
Working with BA teams on MOH disease observation system, solving day to day issues, adding new features
- 2018** | **UX Designer - Tabadul.sa through Nextwo.ae**
Working with development teams of "Fasah" digital transformation services and to enhance the experience, solve usability issues.
- 2015** | **UX UI Designer - Self employed**
Dealing with multi clients & Companies in all design fields (Branding, UX/UI, App Design ..etc)
- 2012** | **Visual Designer Since Nov 2012 until January 2015 @ Shua'a Al-Madarek Ltd.**
Dealing with multiple clients & Companies in all design fields (Branding, UX/UI, App Design ..etc)
- 2007** | **UI/UX/Web Designer - Seneca Associates Ltd.**
Dealing all kinds of designs & work orders issued by sales & executives, considering requirements of the customer, Typography designs, Web design, Web Application designs & analysis of functions for websites with customers & executives to supply developers with a styled version of the project which they can deal with smoothly using latest technologies.
- 2004** | **Graphic Designer - Al-Rabya Press "Sakher Group"**
Dealing with all kind of Graphic Design Issues Especially print-press work, directly with costumers & supervise all phases of printing work.
- 2001** | **Senior Graphic Designer - The Engineering Co. "Khattab"**
Dealing with all kinds of Graphic Design Matters related to CNC Machines & advertising printers.
- 1997** | **Acting Partner - Palqeis Advertising Co.**
Concluding deals with potential clients to design and manufacture external and internal advertising

Full Name **Wael Kamal Ihmeady**
Date of birth **20 Aug1976**
Nationality **Jordanian**
Address **Amman / Jordan**

Mobile **+962 7997 38559**
E-mail **wael@waeldesigns.com**
Languages **Arabic, English**

Hobbies

- Watercolor painting
- Characters sketching
- Gypsum sculpture
- Calligraphy

Follow me

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

Featured UX projects

No DATA, No TRUTH

Below, you will find a list of projects that you have recently worked on in the past years, You will find the project description, the part I worked on, Owner, and the year started.



Released

Fasah

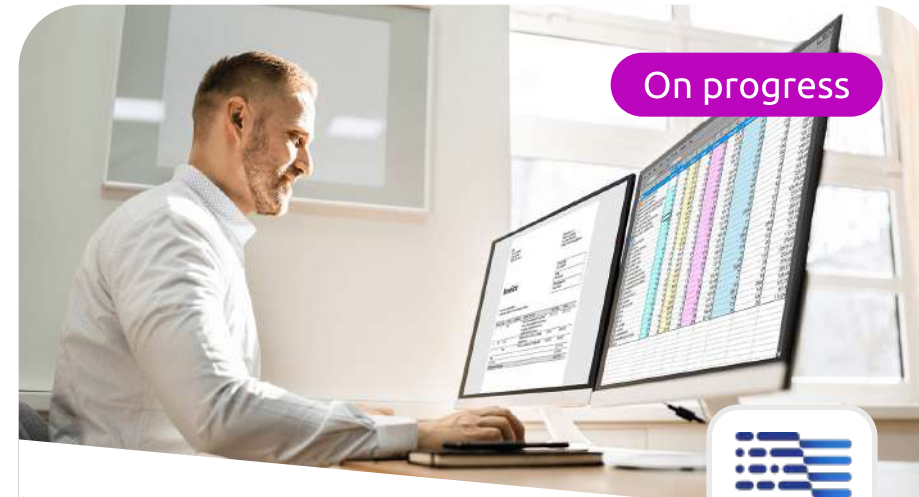
Owner (Tabadul) Saudi customs 2018

UI Testing

An integrated platform aims to facilitate international trade services by automating the import and export procedures.

My role was digitalizing all the paperwork used in the customs to web and mobile apps and testing it with all types of users.

[Link](#)



On progress

TARMEEZ

Owner (Lean.sa) MOH 2023

Research UI Testing Branding

A revolutionize platform for medical coding in Middle East.

Inspired by the experience of the Australian and the Japanese medical coding, I prepared the user flows and and card sorting the cervices and finalize the UIs.

[Link](#)



Released

HESN+

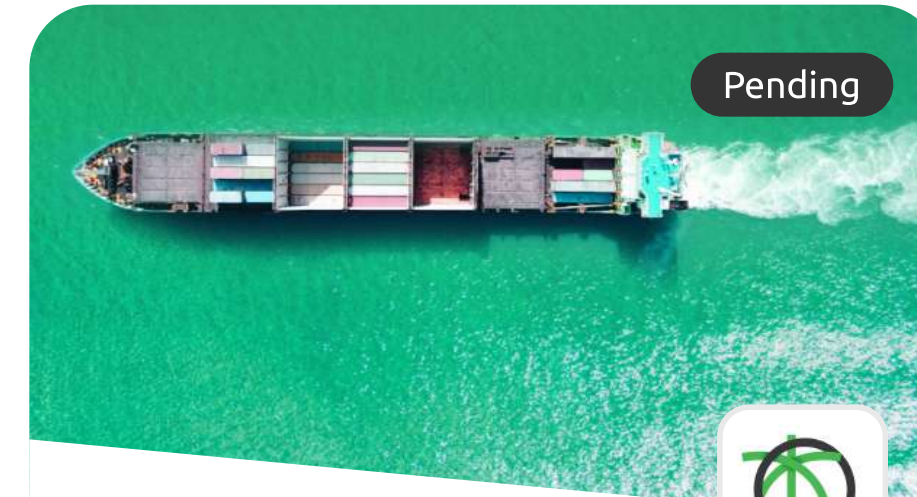
Owner (Lean.sa) MOH 2021

Research UI Testing

HESN+ is a Public Health – Diseases Surveillance and Management Solution, I started working on HESN depending on old verging that has a lot of usability issues and a lack of important services

My part was is collecting the requirements and prepared the user flows and card sorting for services and finalized the UIs.

[Link](#)



Pending

WASIL

Owner (Tabadul) Saudi customs 2020

Research UI Branding

An integrated platform aims to facilitate international trade services by automating the import and export procedures.

My role was digitalizing all the paperwork used in the customs to web and mobile apps and testing it with all types of users.

[Link](#)



Released

WTHAQ

Owner (Tabadul) Saudi customs 2020

Research UI Branding

Wthaq, a digital platform for all bank guarantee transactions, that permits beneficiaries to issue bank bonds and managing the letter of guarantees with ease and reliability through linking the beneficiaries with the banks, My role was digitalizing all the paperwork used to web components and mobile apps and testing it with actual users.

[Link](#)



Released

Availo App

Owner t2.sa 2017

Research UI Testing Branding

A attendance system through mobile app face recognition and finger print.

I ran competitor analysis for similar apps and tested the suggested flow with actual users then I and create wireframes created the UI based on the branding I created.

[Link](#)



Pending

eFAWATEERCOM

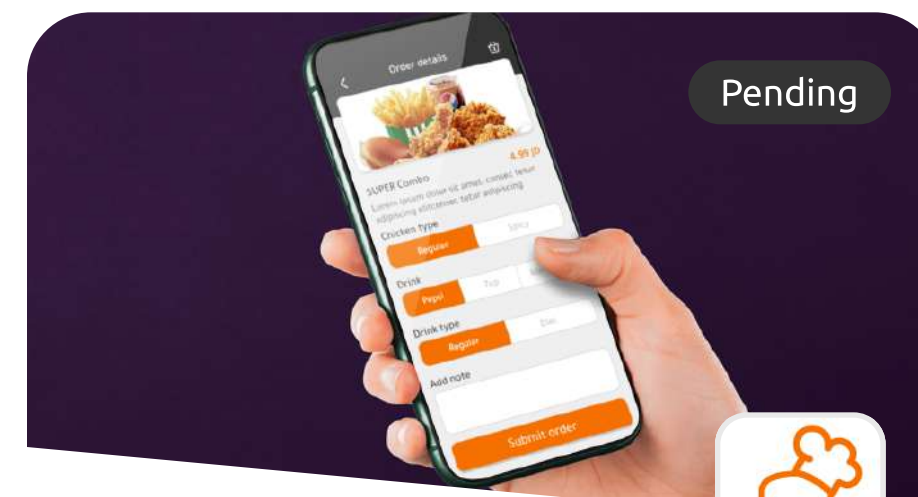
Owner MadfoatCom 2022

Research UI

A mobile app that allows users to inquire, pay and manage bills from their mobile phones.

My part was to solve a gap in the payment process that prevents some users from completing the transactions, I ran a card sorting analysis, tested the suggested flow and redesigned some screens according to the results.

[Link](#)



Pending

FoodBus

Owner Private property 2019

Research UI Testing Branding

It is a mobile phone application that allows employees to subscribe to their favorite restaurants and deliver meals to their offices at the specified break time. I ran competitor analysis and tested the suggested flow and wireframes with actual users then I created the UI based on the branding I created.

[Link](#)



Pending

Mollaty

Owner Private property 2022

UI Testing

It is a social app that allows shoppers to become influencers to promote offers and flash deals to collect followers and points. I ran competitor analysis and tested the suggested flow and wireframes with actual users then I created the UI based on the branding I created.

[Link](#)



Released

IBRAQ

Owner t2.sa 2017

UI Testing

Same as WhatsApp, Ibraq is a messaging app for big companies restricted to employees with the same features plus extra privacy. I ran competitor analysis and tested the suggested flow and wireframes with actual users then I created the UI based on the branding I created.

[Link](#)