

# Anwar Alarjawi



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## Profile

A talented UI/UX /creative designer responsible for creating user-friendly interfaces that make it easy for users to interact with a product or service. Also responsible for creating a visually appealing design that is both aesthetically pleasing and functional.

Strong understanding of user experience principles, such as usability, accessibility, and user interface design.

I can think critically and come up with creative solutions to complex problems.

A day in my life may consist of: performing a range of creative jobs from conception to completion, including UI/UX design for apps or websites, prototypes, video editing, motion clips, catalogues, logo design, product promotion, and other special projects.

## Work Experience

09/2020 – PRESENT JEDDAH, KSA

### UX/UI Manager WASSMA® Capital

- Led a team of UX/UI designers in creating wireframes and prototypes for new product features
- Collaborated with product managers and engineers to define product requirements and specifications
- Conducted user research to understand customer needs and pain points
- Analyzed data and user feedback to inform design decisions

03/2019 – 09/2020 JEDDAH, KSA

### Digital Design Manager Toyota Marketing| Abdul Latif Jameel Co.

- Managed a team of five digital designers
- Created high-fidelity prototypes for new product features
- Conducted user research to inform design decisions
- Presented designs to stakeholders and solicited feedback

## Work Experience

- Collaborated with copywriters, brand strategists, and user experience designers to create user-centered designs

02/2013 – 03/2019 JEDDAH, KSA

### Creative design Manager Abdul Latif Jameel | Dawry Jameel (Saudi Pro League)

- Led a team of 4 designers in creating user-friendly digital products
- Managed the design budget and schedules for all projects
- Coordinated with other departments to ensure a smooth design and development process
- Defined the design style guide and ensured all products followed the guidelines

03/2012 – 02/2013 JEDDAH, KSA

### Senior Brand Specialist Toyota Marketing | Abdul Latif Jameel Co.

- Ideated and developed creative concepts for marketing initiatives
- Negotiated and managed relationships with outside vendors
- Wrote and edited copy for marketing materials
- Planned and executed promotional events
- Managed social media accounts

08/2005 – 03/2012 JEDDAH, KSA

### Head of Art Department Mafaza Visual

- Managed art department of 7 employees
- Created budget and forecasts for art department
- Oversaw all art projects from start to finish
- Directed and mentored art team members
- Reviewed and approved all art department work
- Worked with other departments to ensure art projects stayed on track and on budget

## Skills

### – SOFTWARE SKILLS

Adobe XD / Figma	
Adobe After Effects	
Adobe Premier Pro	
Adobe In Design	
Adobe Illustrator	
Adobe Photoshop	

## Certificates

2022

**The Brain and Technology  
Interaction Design Foundation**

2021

**Adobe After Effects for UI/UX Designers  
Udemy**

2021

**Localization of The Latin Logos  
Alkhattat**

2020

**Adobe InDesign Interactive Files  
Udemy**

2020

**Information Security Awareness Training  
Abdul Latif Jameel Center for Continuous  
Learning (ACCL)**

+more

## Achievements

- UX/UI Designing for the SoftPOS Application (WSMA®Soft), website, and three portals.
- Enhancing the UX/UI helped Toyota Saudi Arabia's website attract more visitors.
- Making an essential and significant contribution to Dawry Jameel's performance (Saudi Pro League 2013–2019) over the sponsorship period
- Helped Toyota Saudi Arabia's social media in reaching their first million followers.
- Developed Mafaza Agency's workflow environment and attracted more clients.

## Awards

2021

**WASSMA® Award for Creativity  
WASSMA® Capital**

2019

**Ramadaniat Jameel  
Abdul Latif Jameel | Engagement Dept.**

2013

**Contributions & Exceptional Effort During  
For Year2013  
Toyota Marketing Operations**

2011

**Volunteer Service Award  
Department of Civil Defense in Jeddah**

## Hobbies



Getting lost in a  
good book



Feeling the music

## References

+966556551377

**Abdul Aziz Al Barakati | CEO & Founder  
WASSMA® Capital**

+966539067880

**Martin Copus | ALJ League Director  
Abdul Latif Jameel**

+966500055273

**Diaa Doh | Founder  
Mafaza Communications**

## Education

1994 – 1998 DAMASCUS, SYRIA

**Graphics | Bachelor  
Damascus University | Fine Arts**