



I'm an Emirati multidisciplinary designer and strategist based in the United Arab Emirates. As a design strategist, my work integrates different explorations across the discipline of culture, technology and interactivity. Through my exploration, I intend to create work that enables the creativity of interactive products and services that are designed to make a positive difference.

Personal Information

Dubai, United Arab Emirates
+971508582244
contactkhaledalshaer@gmail.com
UAE National

Education

American University of Sharjah
2015-2020

Bachelor of Science in Design
Management

The International School of
Choueifat, Dubai
2000-2014

High School Diploma

Professional Skills

UX Design and Research
Strategic Planning
Project Management

Technical Skills

Adobe Suite
Figma
Cargo
Blender (The Basics)
Google Suite
Microsoft Office

Languages

Arabic (Native)
English (Fluent)

Work Experience

Price Waterhouse Cooper

Jul.2022 - Present

Senior User Experience Consultant

Ministry of Community Development - Social Welfare Platform

- Lead the redesign of the digital platform's user interface.
- Developed an end-to-end digital service process to provide social welfare to farmers with limited income.
- Facilitated workshops to gather business requirements for the digital platform's processes.
- Created user-friendly documentation to guide through the implementation of the platform.

NEOM OXAGON - Digital Twin Platform

- Lead the final stage design of the application's user interface.
- Documented business requirements into a consolidated document for developers to easily develop the platform.
- Proposed use-cases for the Digital Twin application's value proposition at a city-wide scenario.

Business Development

- Supported in a proposal to enhance the UAE's TAMM super app, through active social listening exercises to understand the needs of the platform's users.
- Crafted a successful data analytic enhancement proposal for the Ministry of Energy and Infrastructure.
- Facilitated a proposal to develop a digital twin platform for a wildlife reservation.

Workshops and Certifications

Interactive Design Foundation

- . Interaction Design for Usability
- . UX Management: Strategy & Tactics

PwC

- . Human Centered Design
- . Inclusivity and Diversity

Udacity

- . UX Design Fluency
- . Discovering Agile
- . Agile Fluency
- . Discovering Product Management
- . Product Management Fluency

Sharjah Arts Foundation

- . FORSA School Programme

Alserkal Advisory

- . 2023 Incubator Programme

IMG

- . Spotify Playlist Artwork Workshop

Tashkeel

- . Screen-printing Workshop

UAE National Service

Jan.2021 - May.2022

Dubai Police Expo 2020 Draft

- Completed the UAE National Service through serving as cadet and design strategist for Dubai Police's VIP Security and Protections Department throughout the duration of Expo 2020.

Tashkeel

Sept.2020 - Jan.2021

Internship Opportunity

- Assisted in the design development programme "Tanween", through engaging in advisory roles regarding the exhibit design and workshop engagements amongst participants.
- Participated in the facilitation of the summer camp workshops centered around teaching young artists unique artistic techniques.
- Provided marketing material to be used throughout the summer camp programme.

Art Jameel

Sept.2020 - Jan.2021

Volunteer Opportunity

- Volunteered at the opening of the Jameel Arts Center, serving as administrative assistant and providing tours to visitors throughout the duration of the opening.