

ALI SALEH

UX / UI DESIGN + STRATEGY

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Over 12 years of extensive experience in digital field, in my career, I've covered all aspects of digital projects, from sketching user experience journey, UX Research, UI Design to managing large corporate websites such as Batelco and Shell.

EXPERIENCE



Co-Founder / UX Design Specialist
Egogawa - Digital Design Agency

2014 - Present
Manama, Bahrain

Awards won

2017 - Arab eGovernments
Excellence Awards
Best UI Interaction - [sportsday.bh](#)

2016 - New York W3 Awards
Silver in Art Category - [busaad.com](#)

2016 - The French Design Index
Site of the day - [egogawa.com](#)

Co-founder, User Experience & User Interface Designer
UX Research, analysis, reporting and planning
UI & Back-end Development Management & Direction
SEO / SEM / Social Media Engagement & Management
Plan and execute digital strategies for clients

Key Clients:

Crepafe, Oxford Partnership, SPSP by Aramco, Bahrain Olympic Committee, Busaad Art Gallery, Round Table Pizza, VIVA Bahrain.

Full portfolio:

<http://egogawa.com/work>



Regional Website Manager / Digital Advisor
Royal Dutch Shell

2011 - 2014
Doha, Qatar
The Hague, Netherlands

Highlights

Special Recognition Award

A key member of Shell Corporate
Websites Redesign Project

Digital Advisor of Basrah Gas Corporate
Website Project

Member of MENA
Crisis Management Team

Worked as the country website manager and digital advisor Managing 7 country websites in MENA & giving advises for. Based in Qatar, reports to Head of Website Management in UK/NL.

- Improve the user experience, user interface, navigation and SEO for main products at the Shell country sites.
- User Experience Research and Reporting
- Website's analytics, plans and audit
- Tailoring Global Packages, SEO Strategies, and Marketing Plans.
- Regional Stakeholder management
- Create web stats reports about visits to the web, online user behaviour and impact and results of campaigns
- Advising Joint Ventures to build rich corporate websites, by providing consultancy on Tendering process, hiring digital agencies.



Web Manager / Sr. Web Marketing Manager
Batelco

2009 - 2011
Al Hamala, Bahrain

Highlights

2x Employee of the Month

Team Leader in Batelco
Rebrand Project - Digital Platforms

Batelco.com Launch Team

Early Implementers of
Google Analytics

Enhanced customer experience in different ways, such as reducing amount of Clicks/Pages that lead to the visitor's desired information, Implemented advanced web analytics for monitoring Batelco.com and Customer's integration and behaviour

During Batelco's Rebrand Project (Jun '09 - Dec '09), I've been assigned as the Team Leader for Digital Platforms Rebrand & Revamp.

Some of my responsibilities were:

- Managed Online Campaigns and ad-words by Google
- Designed and Managed interactive layers in Social Networks
- Designed/Redesigned Batelco products and services websites
- Managed web analytics for Batelco.com

In addition to my responsibilities as Web Manager in Batelco, I was promoted to the position of Senior Web Marketing Manager to handle eMarketing Strategies and enhance customer experience.

- Managed Online Campaigns and ad-words by Google
- User Experience Research & User Interface Design
- eMarketing and Online Strategy



Lead Digital Designer
PARAMINDS (Previously: de studio)

Jan 2008 - Jun 2009
Um Al Hasam, Bahrain

Highlights

Created unique Flash websites

Innovative Marketing

- Lead Web Designer and New Media Developer
- Advanced web banners
- Online campaigns director
- Create and innovate new ways of eMarketing for clients

Key Clients:

Abu Dhabi Investment House
Batelco
BFH



Web Master / Web Designer
Batelco ICT (ANIS)

Apr 2006 - Jan 2008
Manama, Bahrain

Highlights

Batelco.com Revamp Project (2006)

eGov Launch Animation
on the Launch ceremony

KFH CRM
User Interface Design

- Managed multiple web development projects for client firms
- Managed and maintained Batelco corporate website
- Planned and designed websites
- Products & Services campaigns
- eGovernment Launch Animation and Landing Page (Flash)

Key Clients:

Batelco
KFH
eGov

EDUCATION

Diploma - Graphic Design

Bahrain Training Institute - BTI

2002- 2005

Education City, Bahrain

Advanced Adobe Photoshop, Illustrator, In Design, Macromedia (adobe) Flash, Photography, Light Management in Photography and Web Design. Drawing Development, Marketing Communication Skills, Advertising Ideas and Concepts, Creative Strategy.

Secondary School

Shaikh Abdulla bin Isa School
Commercial Studies.

1999 - 2002

Isa Town, Bahrain

SKILLS

- Applications: Adobe Photoshop(Expert), Adobe XD (Expert) Adobe Animator CC (Advanced), Adobe Illustrator(Advanced)
- UX Research
- Expert UX / UI Designer / Planner
- Mobile Applications UX/UI Design and Strategy.
- SEO, SEM, PPC, Social Media Management and Strategy
- Creative & Strategic Thinker
- Expert TeamSite CMS User
- Expert Adobe Experience Manager User
- Expert Google Analytics User
- Advanced knowledge of HTML, JavaScript, CSS
- Start-up Mindset, Project Ownership and Dedication