

# Nouf Aldosari

Senior UX/UI Specialist | UX/UI Lead | Product & CX Strategist

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## Summary

Senior UX/UI Lead with 7+ years of experience delivering end-to-end digital products across government, fintech, and enterprise platforms. Specializing in UX strategy, simplifying complex systems, and leading design initiatives that create scalable, user-centered solutions.

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## Impact & Leadership

- Led UX strategy across enterprise and government platforms, improving usability and workflow efficiency
  - Simplified complex user journeys, reducing friction in critical product flows
  - Influenced product decisions and aligned stakeholders across product, business, and engineering
  - Mentored designers and elevated design quality, consistency, and standards
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## Experience

### Saudi Aramco — UX/UI Design Consultant & Team Lead (2025–Present)

Leading UX strategy, influencing product direction, mentoring designers, and delivering scalable enterprise solutions.

### Confidential Government Entity — Senior UX/UI Specialist (2024–2025)

Developed UX strategies, designed foresight tools, and aligned stakeholders through workshops.

### HRDF — Senior UX/UI Specialist (2024)

Led CX strategy and improved service journeys using research-driven design.

### MoneyLoop — Senior UX/UI Specialist (2024)

Redesigned fintech experiences and improved usability across key user flows.

### Arab National Bank (ANB) — UX/UI Designer (2021–2024)

Enhanced mobile and web banking experiences through iterative design and testing.

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## Skills

UX Research · UX Strategy · CX Design · Service Design · UI Design · Prototyping · Design Systems · Stakeholder Management · Figma

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## Education

BSc in Information Systems — Al-Imam University (2019)

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## Languages

Arabic (Native) · English (Professional)