

Hello,

I'm Mahmoud Kida, A UI/UX design manager

I designed my first program using "Basic" on MSX computer in 1994, since then I am fascinated about technology and it's effect on peoples' lives.I consider myself a problem solver using technology at heart, I always focus on producing solutions that celebrate both ease of use and aesthetics.Whether in a Startup or a corporate design, I'm passionate about leading creativity & design thinking, helping organizations understand and activate the value of the user-centered design process.



65

Projects
Completed

About Me.

Dynamic UI/UX Manager with **over 13 years of comprehensive experience** in designing and leading the development of user-centric digital products across banking, government, and tech sectors. Proven expertise in driving the strategic deployment of Web 3.0 technologies, enhancing user engagement and operational efficiencies. Adept at building and nurturing multidisciplinary teams, fostering a collaborative environment that integrates innovative design practices and agile methodologies. Skilled in stakeholder engagement, adept at presenting complex design solutions and securing buy-in at all organizational levels. Committed to leveraging technical proficiency and a deep understanding of user experience to deliver products that exceed user expectations and align with business goals.

Core Competencies.



UI/UX Design Leadership

Expertise in overseeing the design and development of user-centric digital products using emerging technologies. Proficient in implementing design thinking and agile methodologies to optimize user experience and team productivity.



Team Development and Management

Skilled in building, mentoring, and leading diverse design teams. Strong focus on integrating individual capabilities with organizational goals to foster an innovative and collaborative environment.



Strategic Stakeholder Engagement

Experienced in engaging with stakeholders at all levels, effectively communicating design strategies, and securing project alignment and approval. Adept at driving cross-functional collaboration to enhance project outcomes.



Technical Proficiency

Strong command over a variety of design and development tools including Sketch, Figma, and front-end technologies like HTML5 and CSS3. Capable of pioneering solutions that enhance digital identities.



Standards Compliance and Best Practices

Commitment to maintaining high standards in design, ensuring all projects adhere to Google and Apple's best practices and accessibility guidelines to deliver superior user experiences.

Recent Work Experience.



UI/UX Digital Manager

Bank Albilad

12/2021 - Current Riyadh, KSA



Customer Experience Manager (UI/UX Manager)

Geidea Solutions

Apr 2020 - Nov 2021 Riyadh, KSA



UI/UX Team Leader

UXBERT Labs

Mar 2016 - Mar 2020 Riyadh, KSA



Digital Technology Consultant

Accenture Digital Media Middle East

Dec 2015 - Mar 2016 Riyadh, KSA



UI/UX Designer

Vodafone International Services

Jun 2015 - Dec 2015 Cairo, Egypt

Education.



Master's Degree in Computer Science

Georgia Institute of Technology

2024 Atlanta, GA



Post Graduate Diploma in User Interface Development and Design

Information Technology Institute

2012 Alexandria, Egypt



Bachelor's Degree in Mechanical Engineering

Faculty of Engineering Alexandria

2010 Alexandria, Egypt



Certifications & Training.



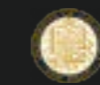
PMP and ACP 70HR Training - PMI



UX Management Certification - NN/g



Design Thinking and Creativity for Business - INSEAD



Interaction Design Specialization - UC San Diego



Scrum Master & Product Owner - Scrum.org



Enterprise Design Thinking Co-Creator - IBM



Mobile Web Specialist - Google



Certified Solution Developer - Microsoft



Product Design: The Delft Design Approach - Delftx

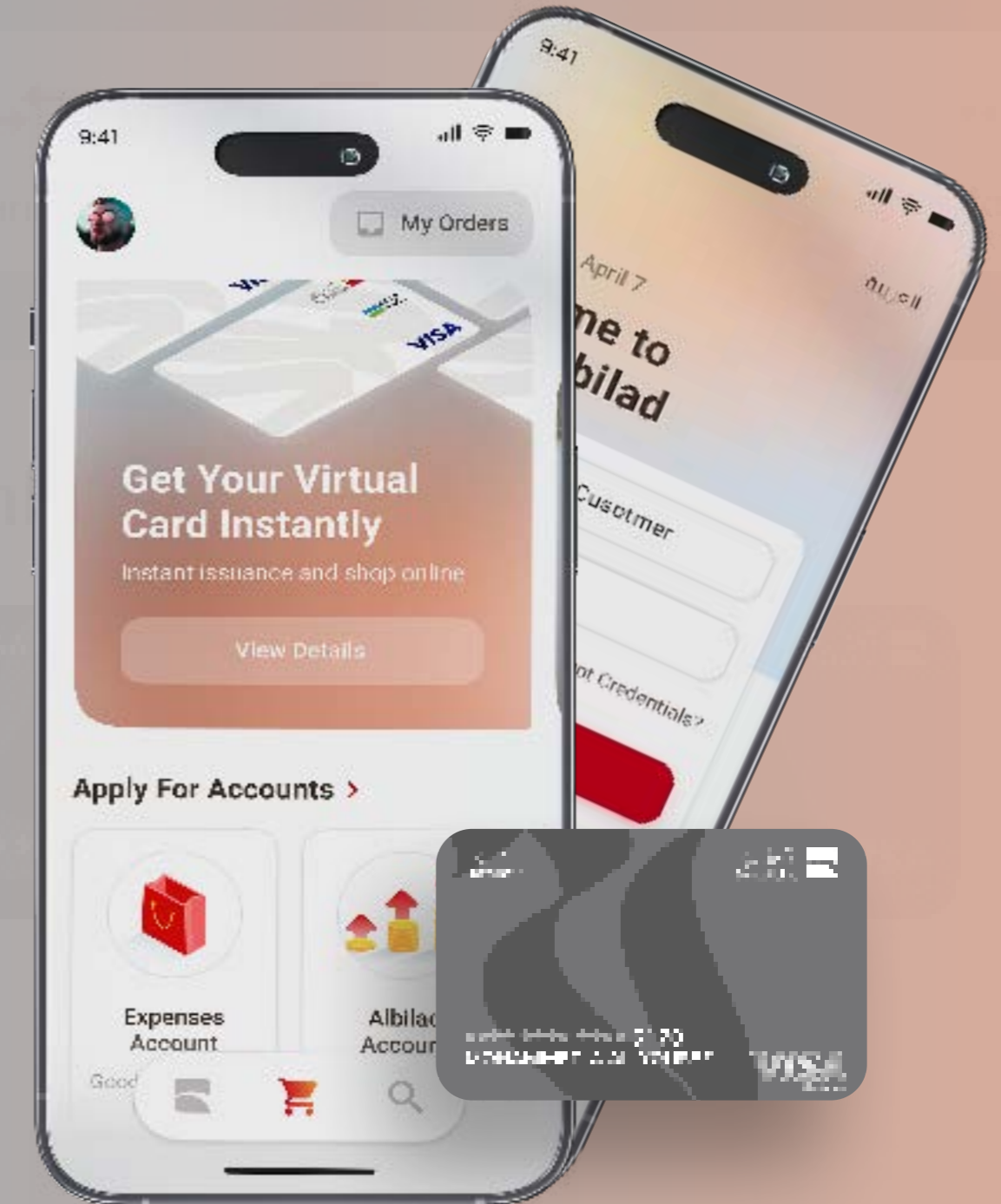
Mobile Banking Application for Bank Albilad

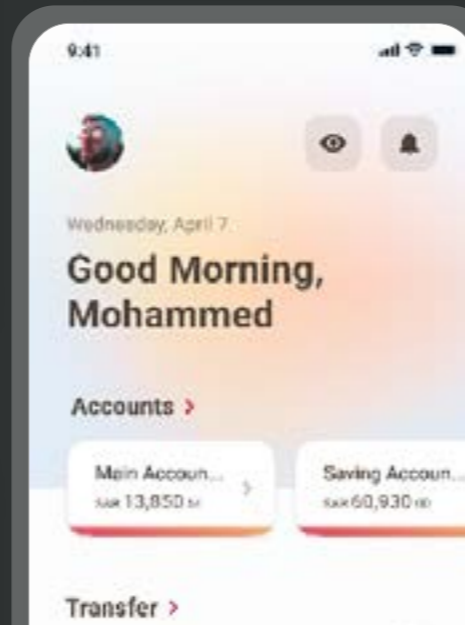
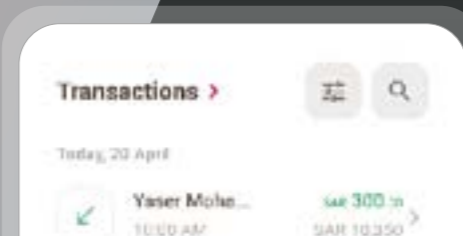
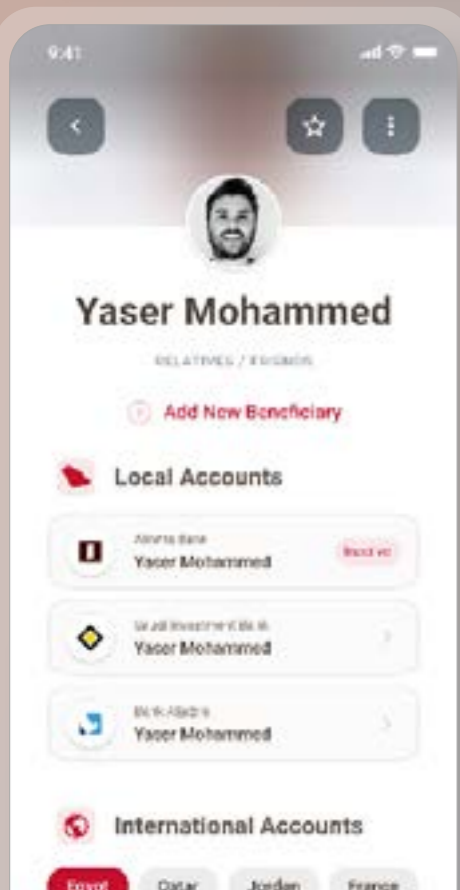
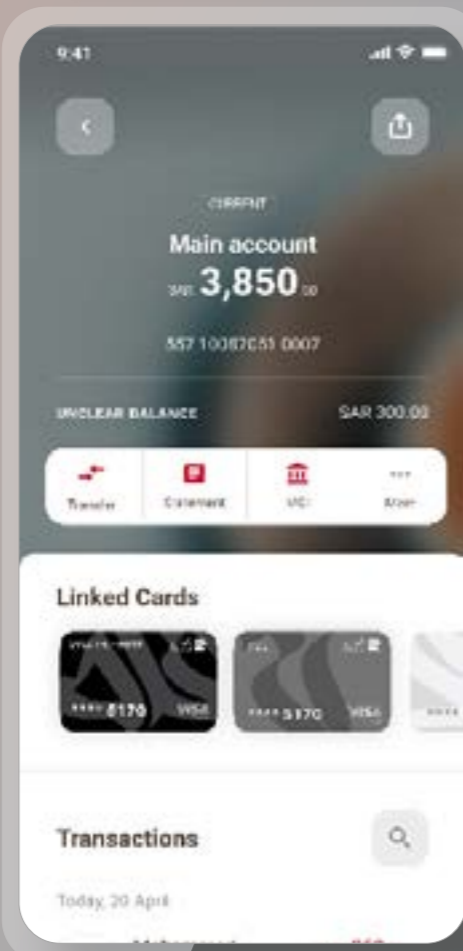
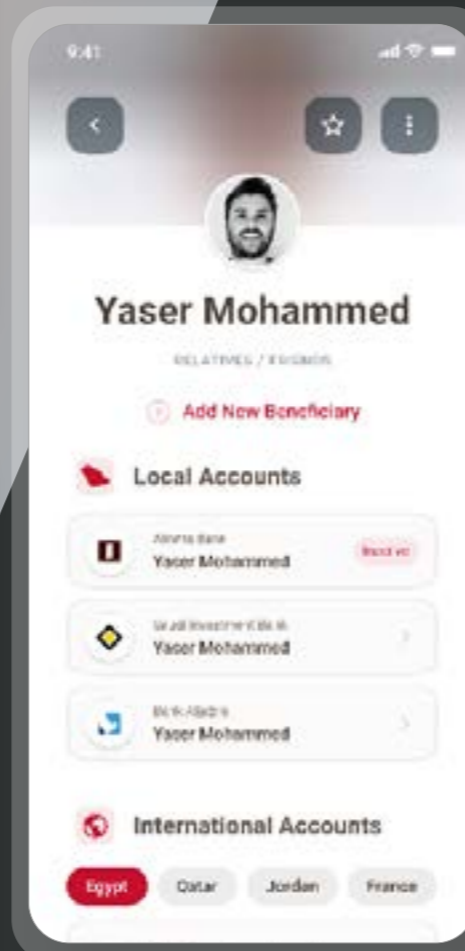
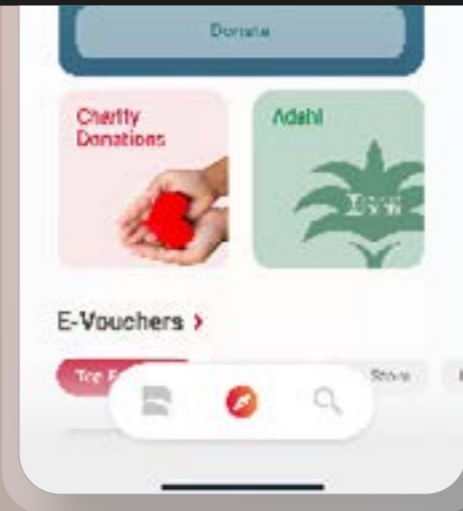
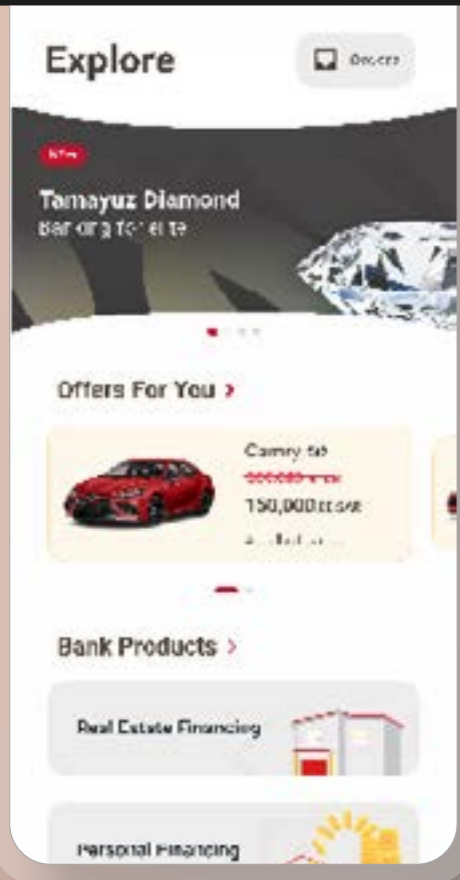
Project Overview.

As the UI/UX designer for Bank Albilad's mobile banking application, I was responsible for crafting an intuitive and aesthetically pleasing user interface that enhanced the overall user experience. The goal was to create a seamless, efficient, and secure mobile banking experience that caters to the diverse needs of Bank Albilad's customers.

Design Objectives.

- **User-Centric Design:** Prioritize user needs and behaviors to create an interface that is both functional and enjoyable to use.
- **Intuitive Navigation:** Design a clear and straightforward navigation structure, enabling users to find and utilize features effortlessly.
- **Accessibility:** Ensure the app is accessible to all users, including those with disabilities, by adhering to WCAG guidelines.
- **Visual Appeal:** Develop a visually appealing design that reflects Bank Albilad's brand identity and values.
- **Consistency:** Maintain design consistency across all screens and interactions to provide a cohesive user experience.
- **Feedback and Responsiveness:** Implement responsive design practices to ensure optimal performance across various devices and screen sizes.





✓ Key Features.

1. Passworless Login

Designed secure login screens featuring multi-factor authentication (MFA) and biometric options (fingerprint and facial recognition).

2. Dashboard

Developed a comprehensive dashboard providing quick access to account balances, recent transactions, and important notifications. Used visual hierarchy to prioritize essential information and actions.

3. Account Management

Created intuitive account management interfaces allowing users to view balances, transaction history, and manage multiple accounts seamlessly.

4. Funds Transfer

Designed easy-to-use transfer interfaces for intra-bank, inter-bank, and international transfers with clear instructions and progress indicators.

5. Payments and Bill Pay

Simplified the bill payment process with user-friendly forms and the ability to save frequent payees and schedule recurring payments.

6. Customer Support

Integrated in-app chat support and access to FAQs, ensuring users can easily find help when needed.

7. Personal Finance Management

Designed budgeting tools & expense tracking interfaces with visualizations to help users manage their finances effectively.

8. Notifications and Alerts

Developed customizable notification settings, allowing users to receive alerts for low balances, due payments, and other critical updates.

Design Process.

01 Research and Analysis

- Conducted user research, including interviews and surveys, to understand user needs, pain points, and preferences.
- Analyzed competitor apps to identify industry standards and opportunities for improvement.

02 Wireframing and Prototyping

- Created wireframes to establish the layout and structure of key screens.
- Developed interactive prototypes to demonstrate user flows and interactions.

03 User Testing and Feedback

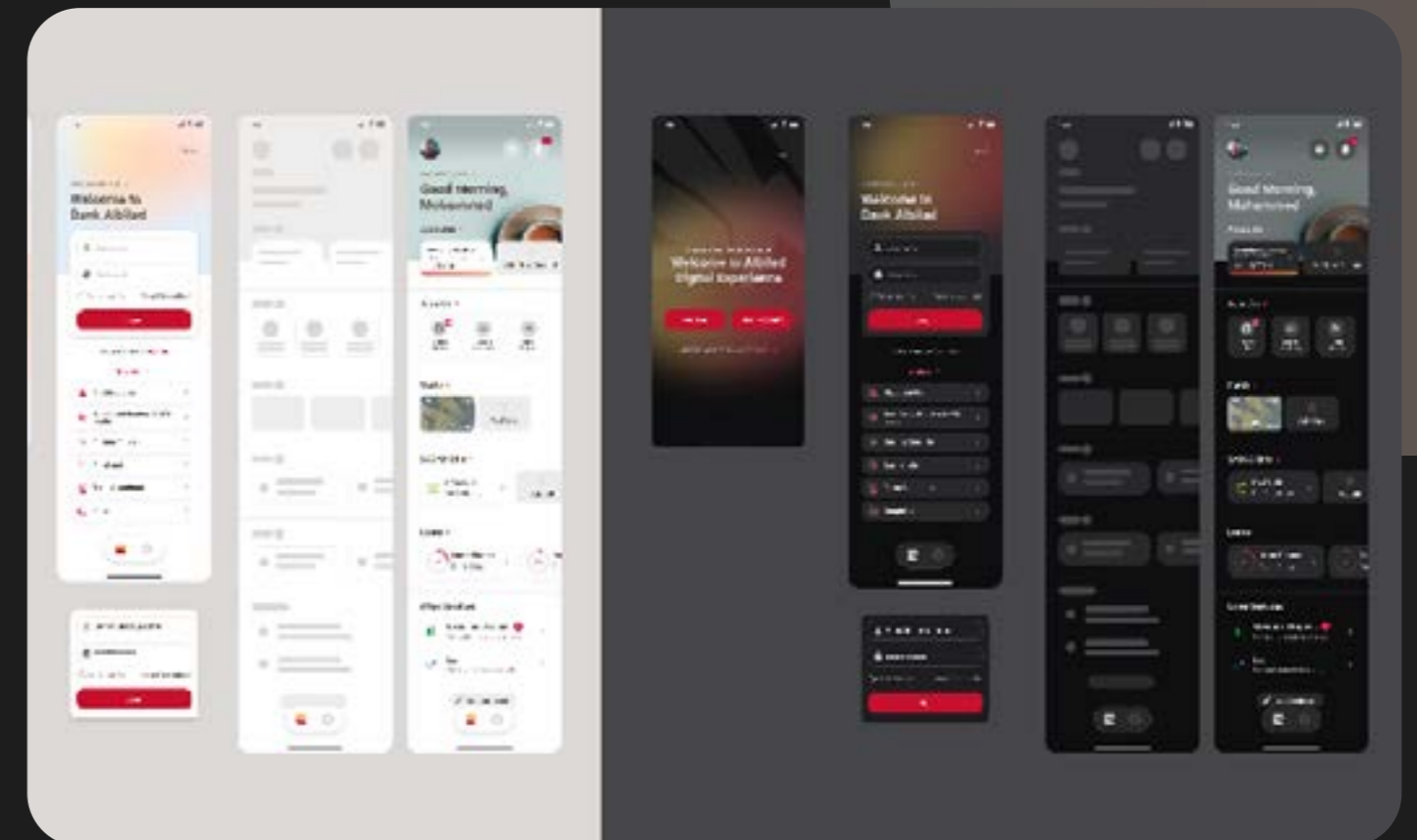
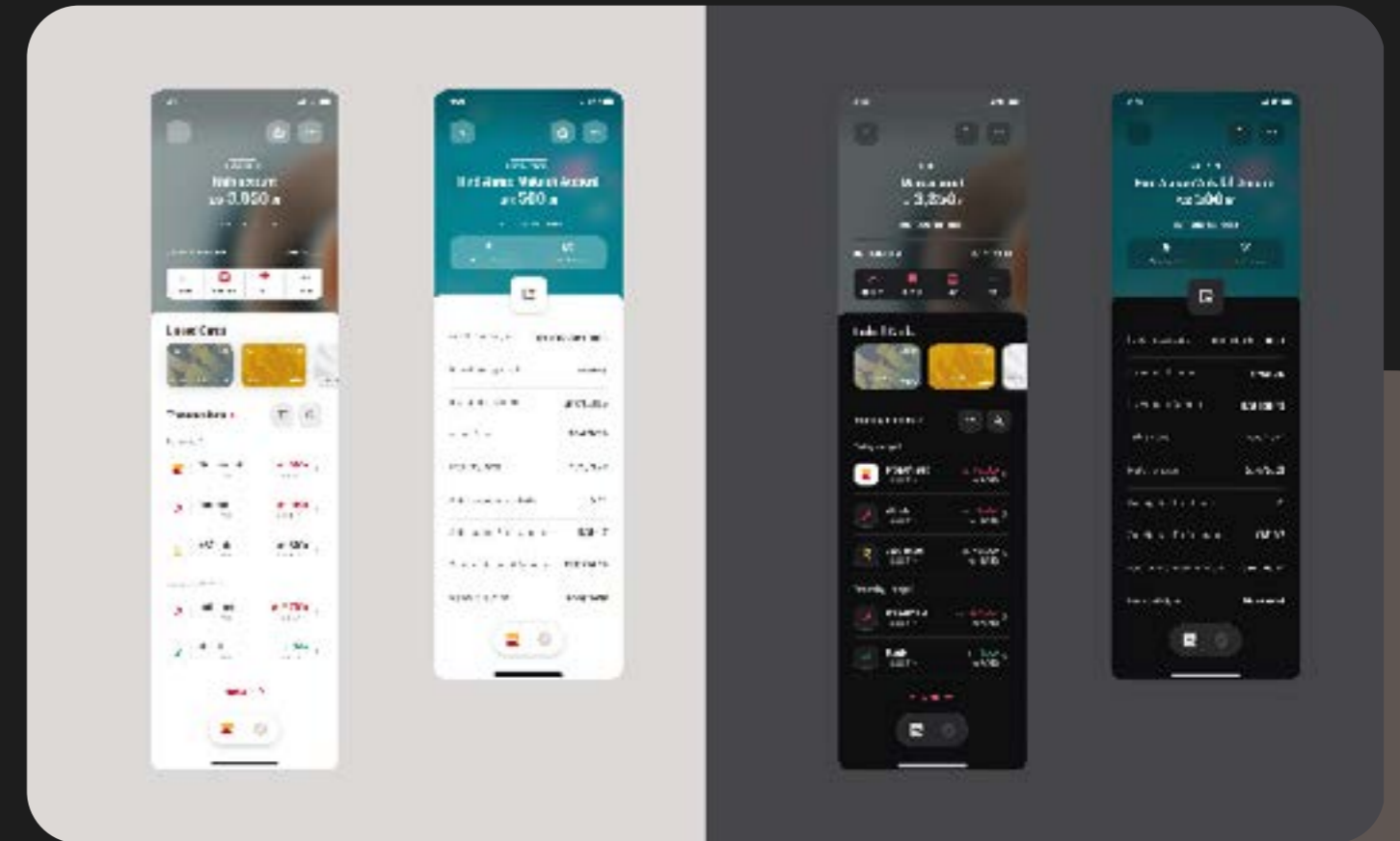
- Conducted usability testing with a diverse group of users to gather feedback and identify areas for improvement.
- Iterated on designs based on user feedback to enhance usability and satisfaction.

04 Visual Design

- Applied Bank Albilad's brand guidelines to create a cohesive and professional visual design.
- Selected color schemes, typography, & iconography that align with the bank's identity & enhance readability & accessibility.

05 Collaboration

- Worked closely with developers to ensure the design was implemented accurately and maintained design integrity.
- Collaborated with stakeholders to align the design with business goals and technical constraints.



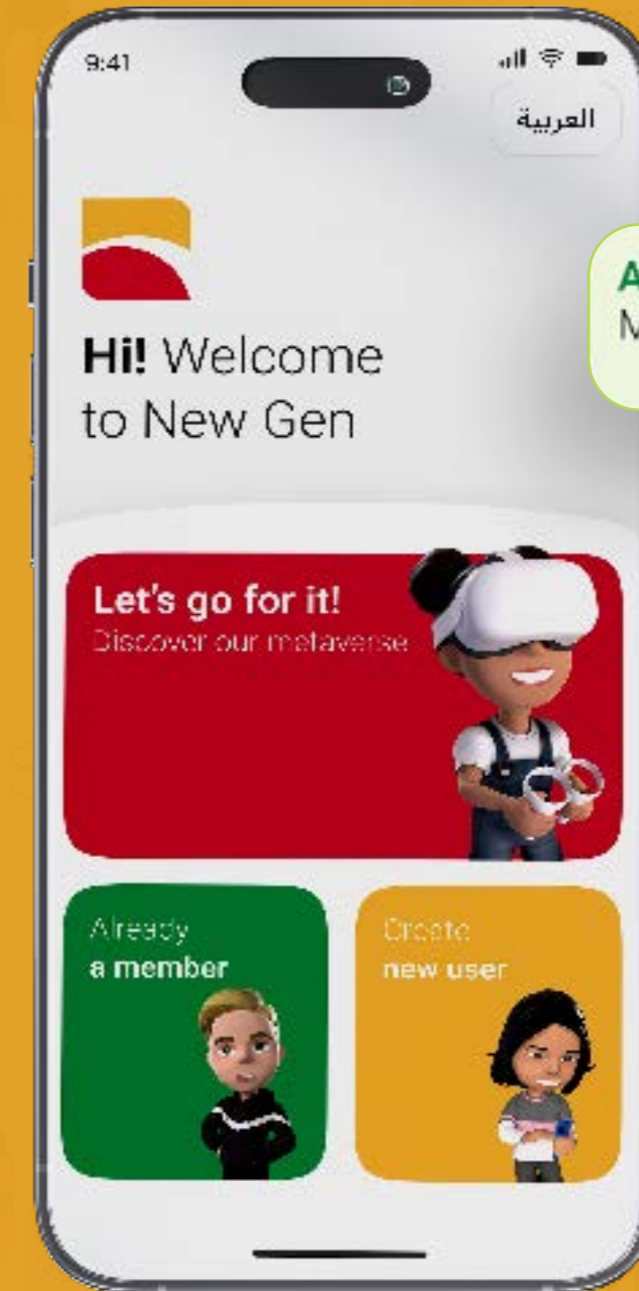
Kids Banking Application for Bank Albilad

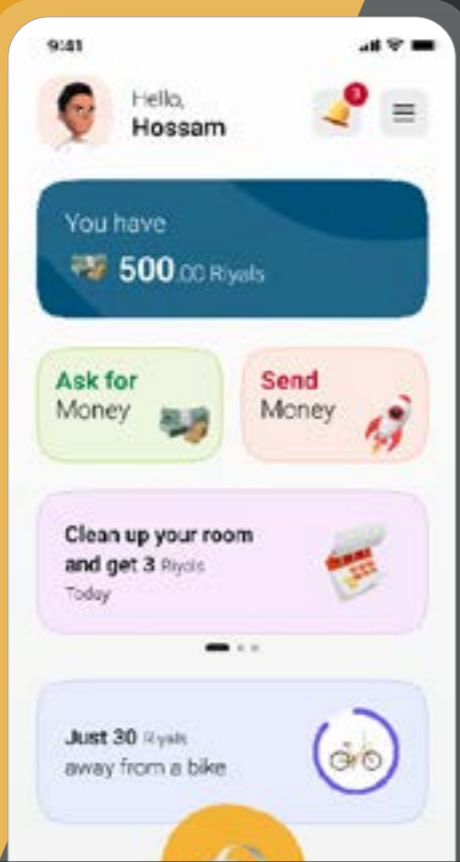
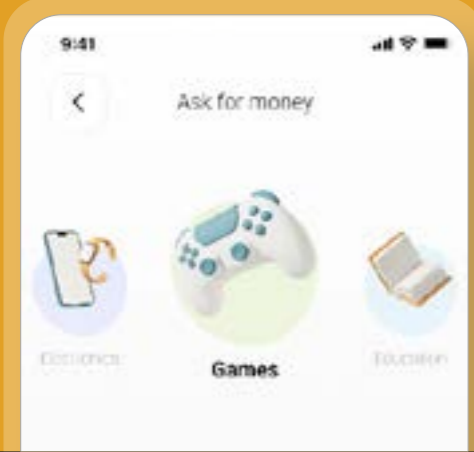
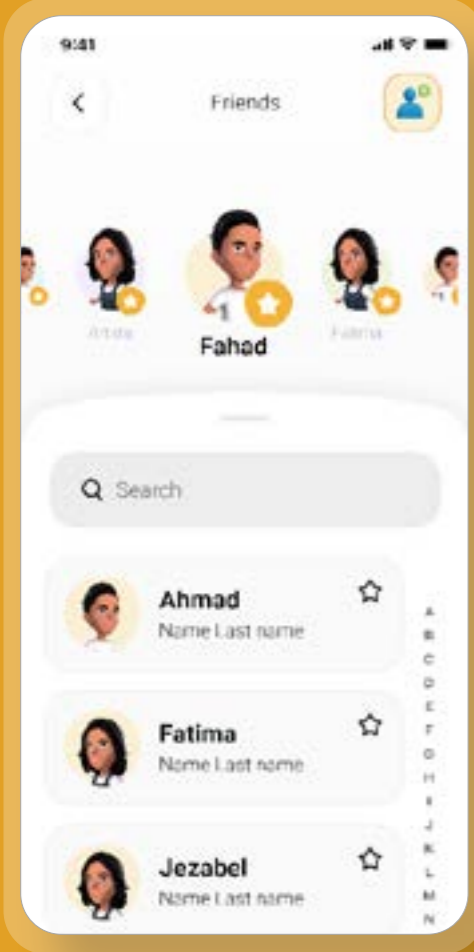
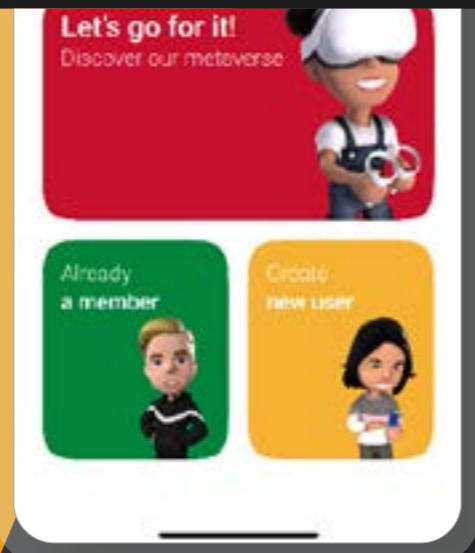
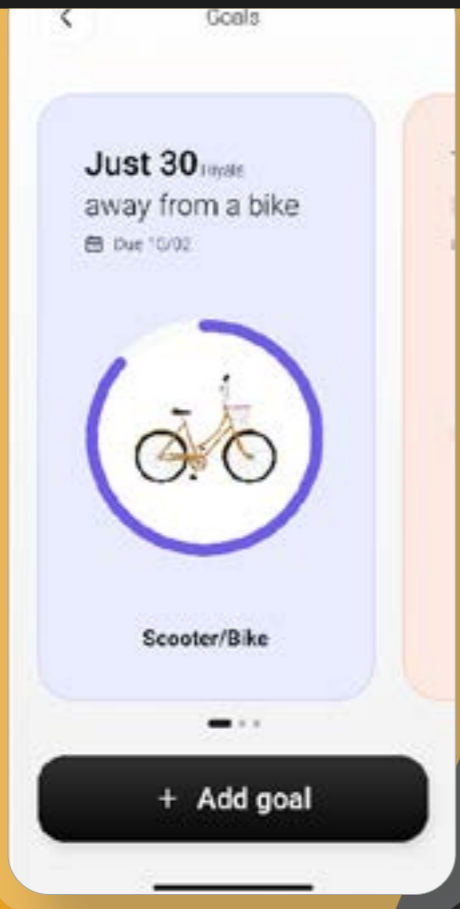
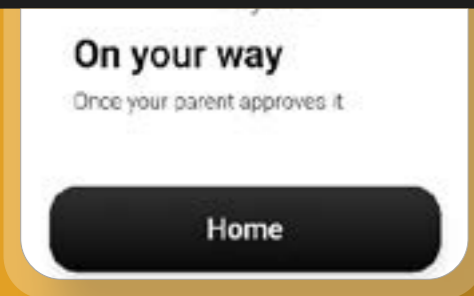
Project Overview.

I was tasked with designing a Kids Banking Application for Bank Albilad, aimed at teaching children financial literacy in a fun and interactive way. The app features both a financial management side and a metaverse called Funverse, where kids can interact and customize their own virtual spaces.

Design Objectives.

- **Engaging and Educational:** Create a user interface that is both engaging and educational, making financial management fun for kids.
- **Intuitive Navigation:** Ensure the app is easy to navigate for children, with clear and simple icons and instructions.
- **Parental Control:** Implement features that allow parents to monitor and control their children's financial activities.
- **Safety and Security:** Design with safety and privacy in mind to protect young users' data and interactions.
- **Visual Appeal:** Use vibrant colors, playful graphics, & animations to attract & retain children's attention.





✓ Key Features.

1. Financial Management

- **Task Creation:** Children can create tasks and set goals to earn money. Tasks can be approved and tracked by parents.
- **Money Requests:** Kids can request money from their parents for various purposes, with a streamlined approval process.
- **Send Money:** Children can send money to friends within the app, promoting social interaction and financial responsibility.
- **Savings Goals:** Kids can set and track savings goals, encouraging the development of good financial habits.

2. Funverse (Metaverse)

- **Interactive Space:** A metaverse space where kids can interact with friends, participate in activities, and explore virtual environments.
- **Customized Rooms:** Each child has a personalized room they can decorate and customize using coins earned within the app.
- **Avatar Creation:** Kids can create and customize their avatars, enhancing their sense of identity and presence in the Funverse.
- **Games and Challenges:** Various games and challenges are integrated to make learning about finances fun and engaging.



Design Process.

01 Research and Analysis

- Conducted interviews and surveys with children and parents to understand their needs, preferences, and pain points.
- Analyzed existing educational and gaming apps to identify features that resonate with young users.

02 Wireframing and Prototyping

- Developed wireframes to outline the basic structure and layout of the app.
- Created interactive prototypes to visualize user flows and gather feedback from stakeholders and target users

03 Usability Testing

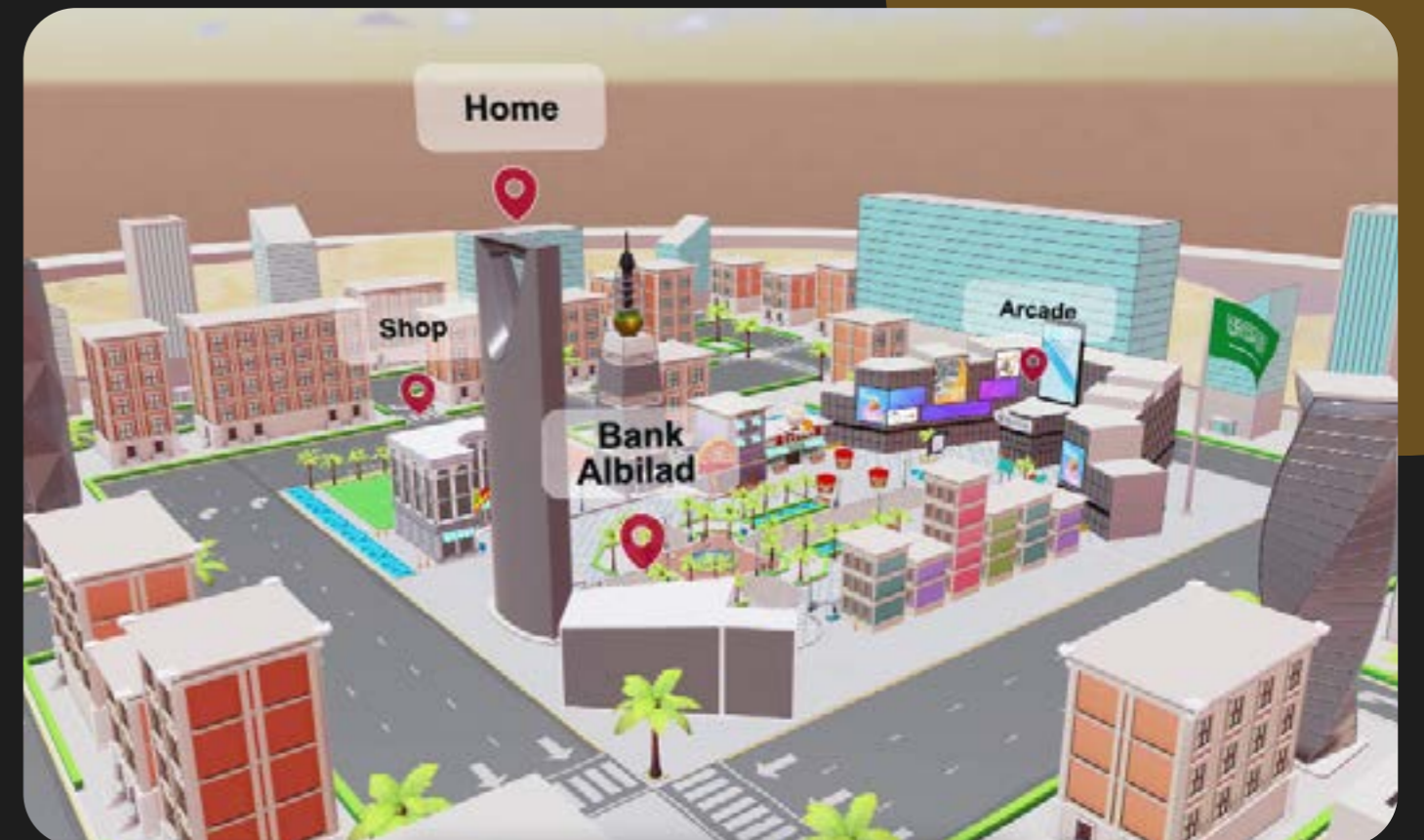
- Conducted usability testing sessions with children and parents to identify usability issues and gather feedback.
- Iterated on designs based on testing insights to improve the user experience.

04 Visual Design

- Applied a vibrant and playful visual style to make the app appealing to children.
- Used large, colorful buttons and intuitive icons to facilitate easy navigation.

05 Collaboration

- Designed features that allow parents to set permissions, approve tasks, and monitor transactions to ensure a safe environment for kids.



SA Sports Events Management Platform

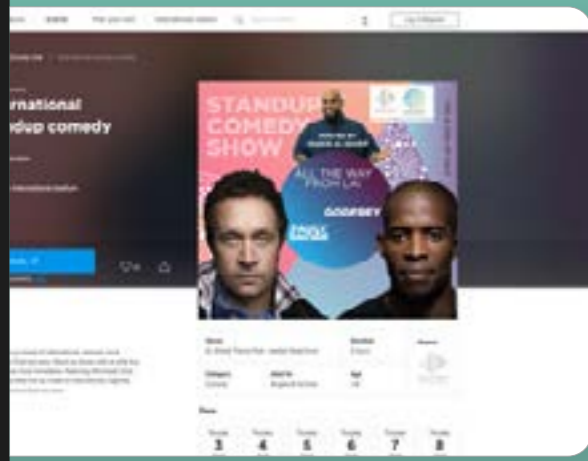
Project Overview.

As a UX designer, I engaged with the General Sports Authority (GSA) of Saudi Arabia to create a comprehensive set of websites to manage their diverse sports events. Leveraging a unified framework, we developed over 40 websites that were both flexible and unique, enabling efficient management and user registration for various sports events. These events ranged from chess competitions and baloot tournaments to schools football competitions, camel races, F1 races, and major seasonal events including Riyadh, Jeddah, and Diriyah seasons.

Design Objectives.

- **Unified Framework:** Develop a scalable and flexible design framework that can be adapted for multiple sports events websites.
- **User-Centric Design:** Ensure the websites are user-friendly, allowing seamless registration and management of attendees.
- **Consistent Branding:** Maintain a consistent visual identity across all event websites while allowing for unique elements to suit each event.
- **Mobile Responsiveness:** Ensure all websites are fully responsive, providing an optimal user experience on both desktop and mobile devices.
- **Scalability:** Design a platform that can easily accommodate the future expansion of events and user base.





✓ Key Features.

1. Ticketing / Theater System

- **Easy Registration:** Simplified registration process for users to sign up for various sports events.
- **Profile Management:** Users can create and manage their profiles, track their registrations, and view event details.
- **Attendance Tracking:** Features for users to check in and out of events, view attendance history, and receive notifications.

2. Event Specific Customization

- **Event Pages:** Each event has a dedicated page with unique branding elements and detailed information.
- **Custom Features:** Specific functionalities tailored to the nature of the event, such as live scoring for chess competitions and scheduling tools for football matches.

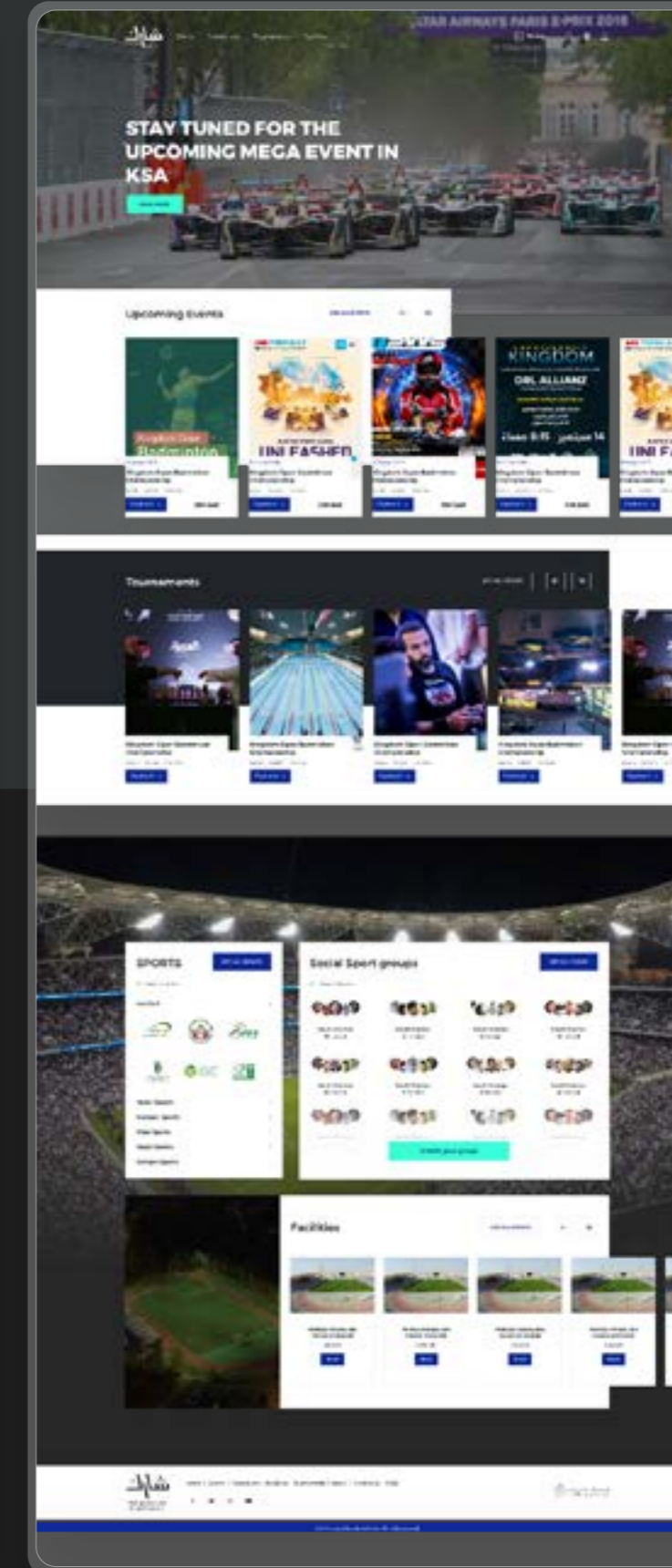
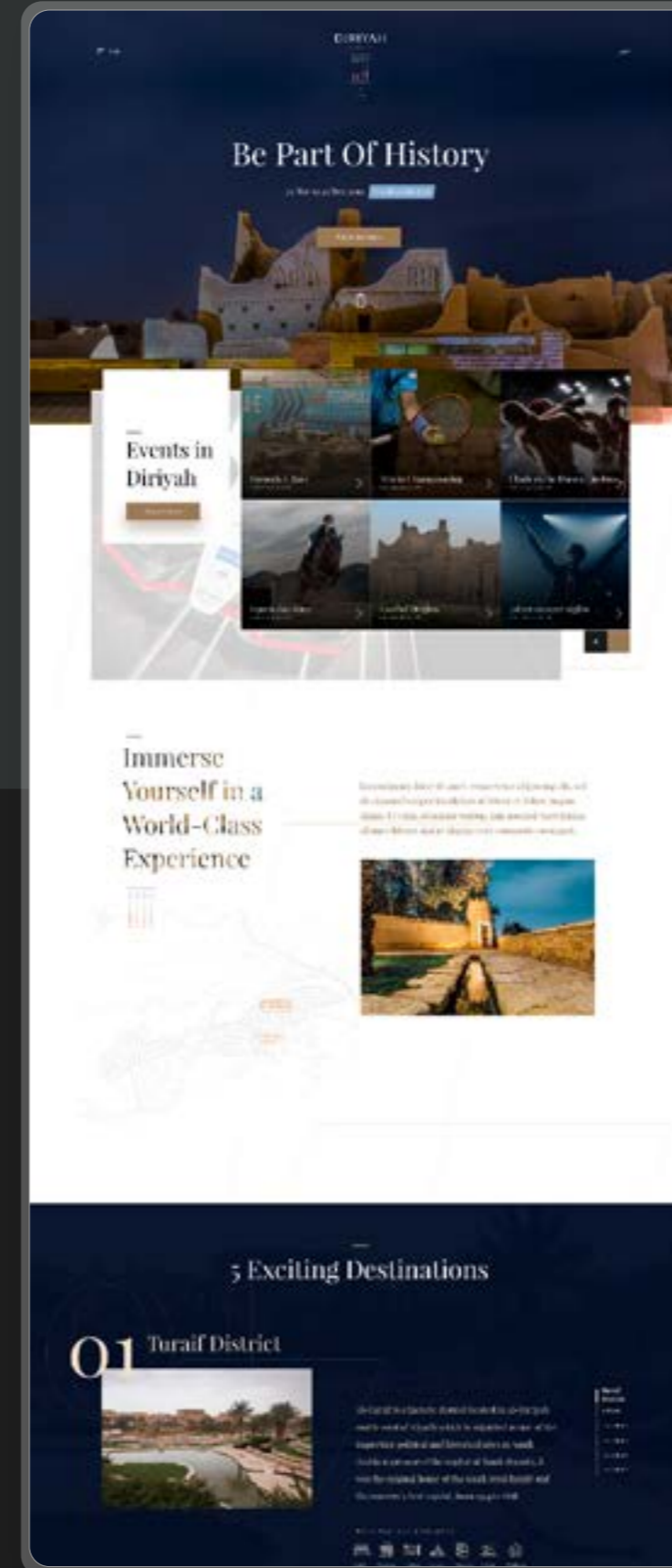
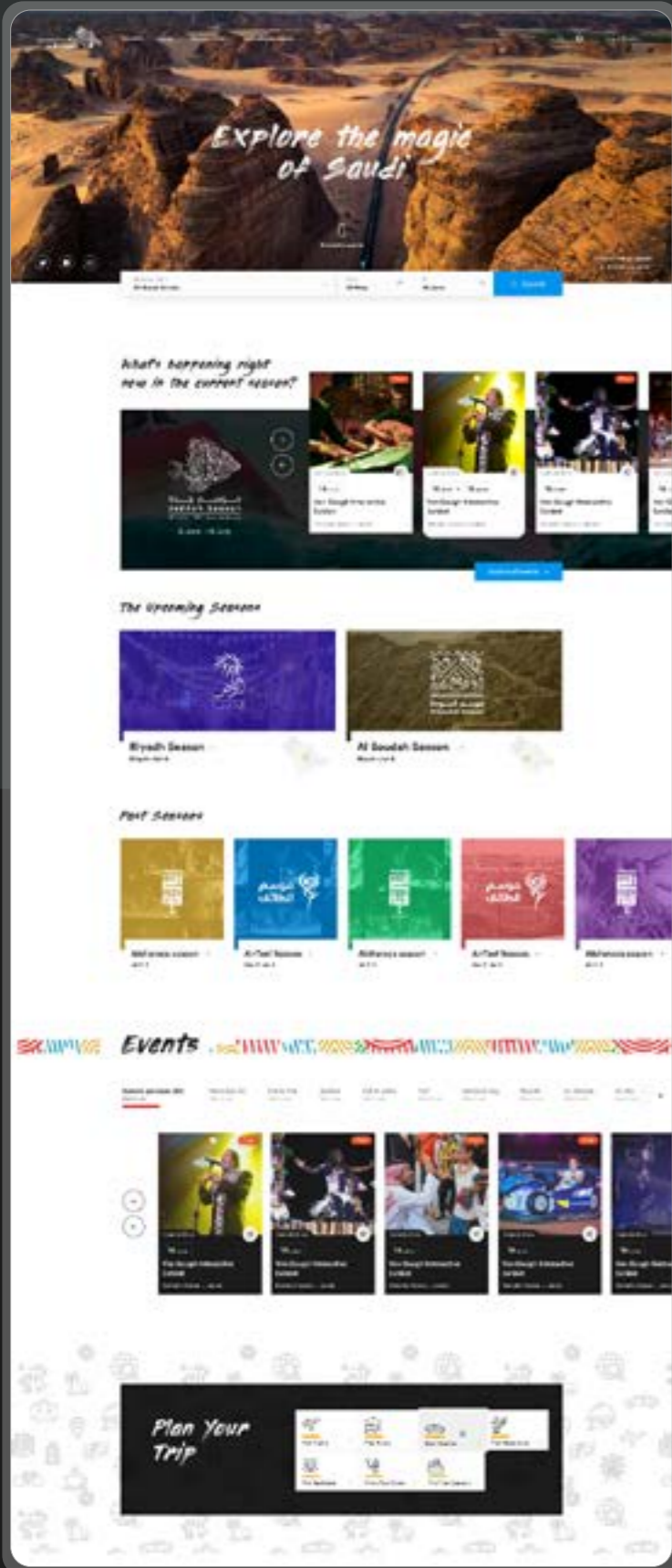
3. Seasonal Events Management

- **Season Portals:** Dedicated portals for major seasonal events like Riyadh, Jeddah, and Diriyah, showcasing all related activities and schedules.
- **Integrated Calendar:** Comprehensive event calendar allowing users to view and manage multiple events within a season.

4. Scalable Framework

- **Modular Design:** A modular approach that allows for the easy addition of new events and features without disrupting the existing system.
- **Future-Proofing:** The platform was designed to serve as the foundation for the next version of events management in Saudi Arabia, known as Webook.





04 Employee Experience 05 System for STC

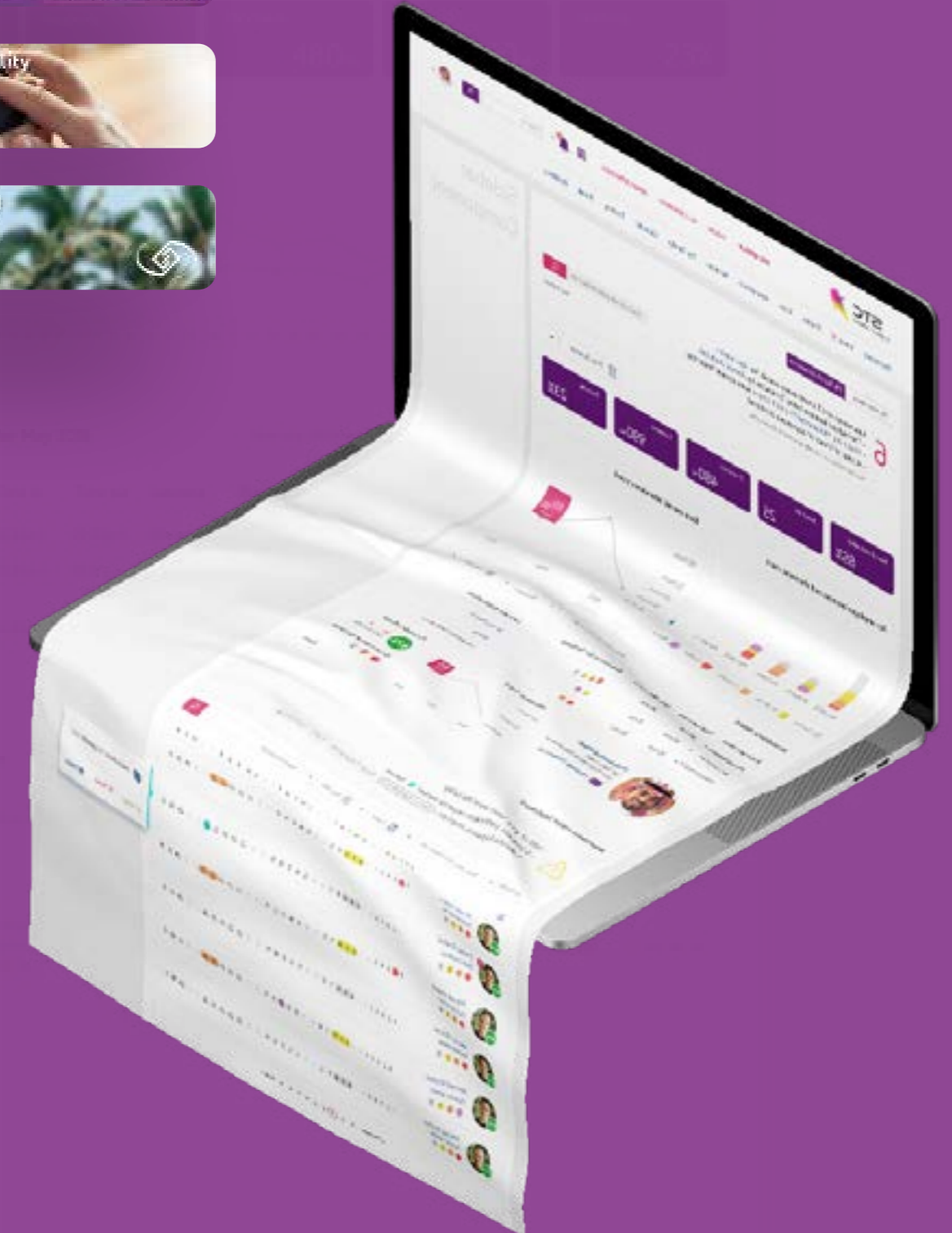
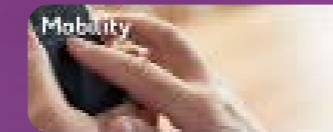
🔍 Project Overview

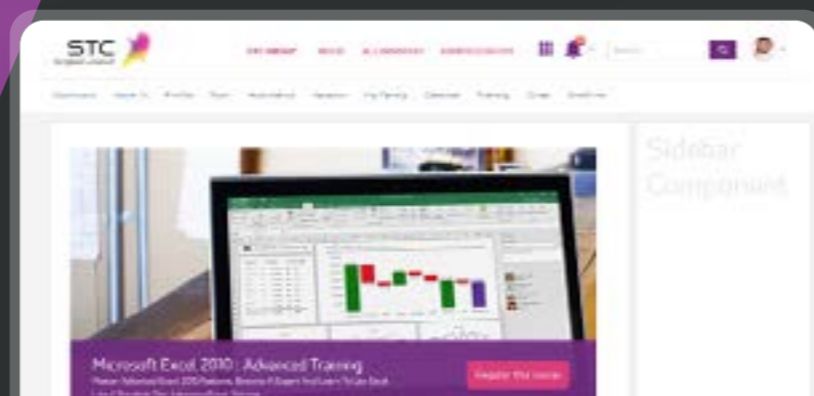
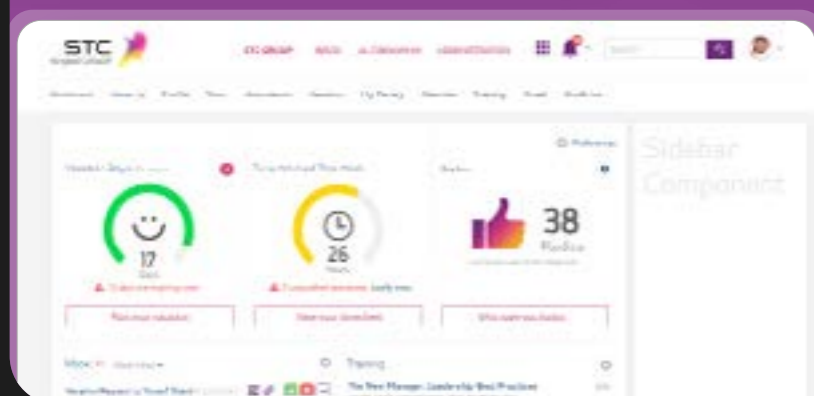
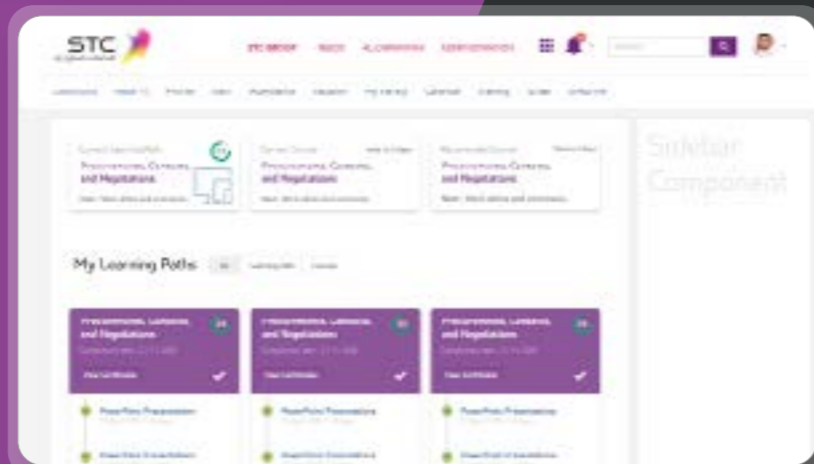
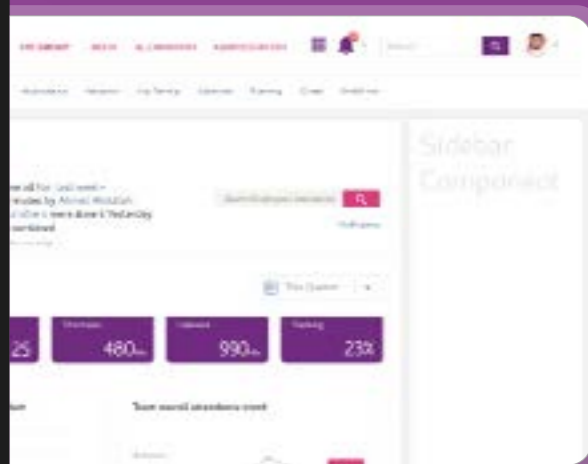
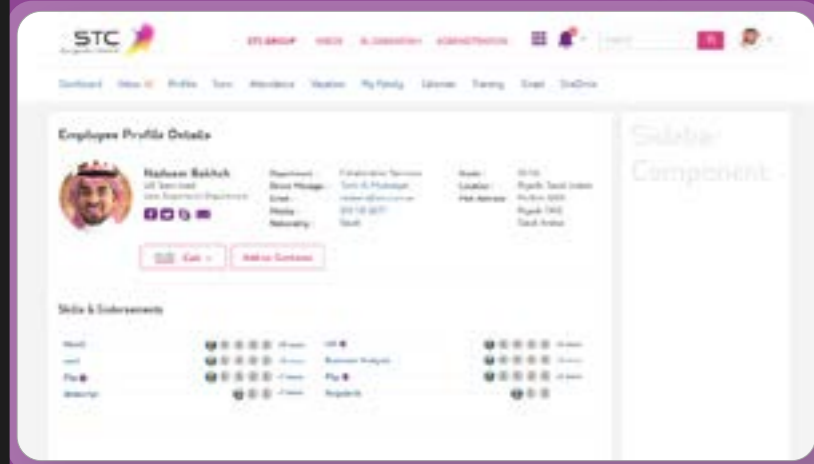
In my role as a UI/UX designer, I was tasked with designing an Employee Management System for Saudi Telecom Company (STC). The goal was to create a user-friendly and efficient platform that simplifies employee management processes, enhances productivity, and provides valuable insights into employee performance.

🎯 Design Objectives

- **User-Centric Design:** Focus on creating an intuitive and engaging user experience that meets the needs of STC employees and management.
- **Clear Navigation:** Design a straightforward navigation structure to help users find and use features effortlessly.
- **Consistency:** Maintain visual and functional consistency across all pages and components to ensure a cohesive user experience.
- **Accessibility:** Ensure the design is accessible to all users, including those with disabilities, by following WCAG guidelines.
- **Visual Appeal:** Develop a visually appealing interface that aligns with STC's brand identity and values.
- **Feedback & Responsiveness:** Implement responsive design practices for optimal performance on various devices and screen sizes.

stc





✓ Key Features

1. Employee Attendance Management

- Designed a comprehensive dashboard that provides quick access to key metrics such as punctuality, incidents, and attendance reports.
- Used visual hierarchy to prioritize important information and actions.

2. Calendar Integration

- Created a calendar view for managing business meetings, personal events, team events, and STC events with color-coded indicators for easy identification.
- Included different calendar views (Day, Week, Month, Agenda) for flexibility in scheduling and planning.

3. Profile Management

- Developed a detailed employee profile page displaying personal information, performance metrics, and attendance records.
- Included options for employees to justify lateness and review their timesheets.

4. Vacation and Leave Management

- Designed an intuitive interface for employees to view and manage their vacation requests and approvals.
- Implemented a feature to compare leave plans with team members for better coordination.

5. Team Management

- Created a team management page displaying key performance indicators (KPIs) like team punctuality, hours worked, and kudos received.
- Developed interactive elements to view detailed reports and send messages to team members.

6. Notifications and Alerts

- Implemented a notification system for important updates such as vacation requests, lateness justification approvals, and upcoming meetings.
- Designed clear and actionable alerts to keep users informed and engaged.



Design Process.

01 Research and Analysis

- Conducted user research, including interviews and surveys, to understand user needs, pain points, and preferences.
- Analyzed existing systems and competitor solutions to identify best practices and opportunities for improvement.

02 Wireframing and Prototyping

- Created wireframes to establish the layout and structure of key screens.
- Developed interactive prototypes to demonstrate user flows and gather feedback from stakeholders and users.

03 Usability Testing

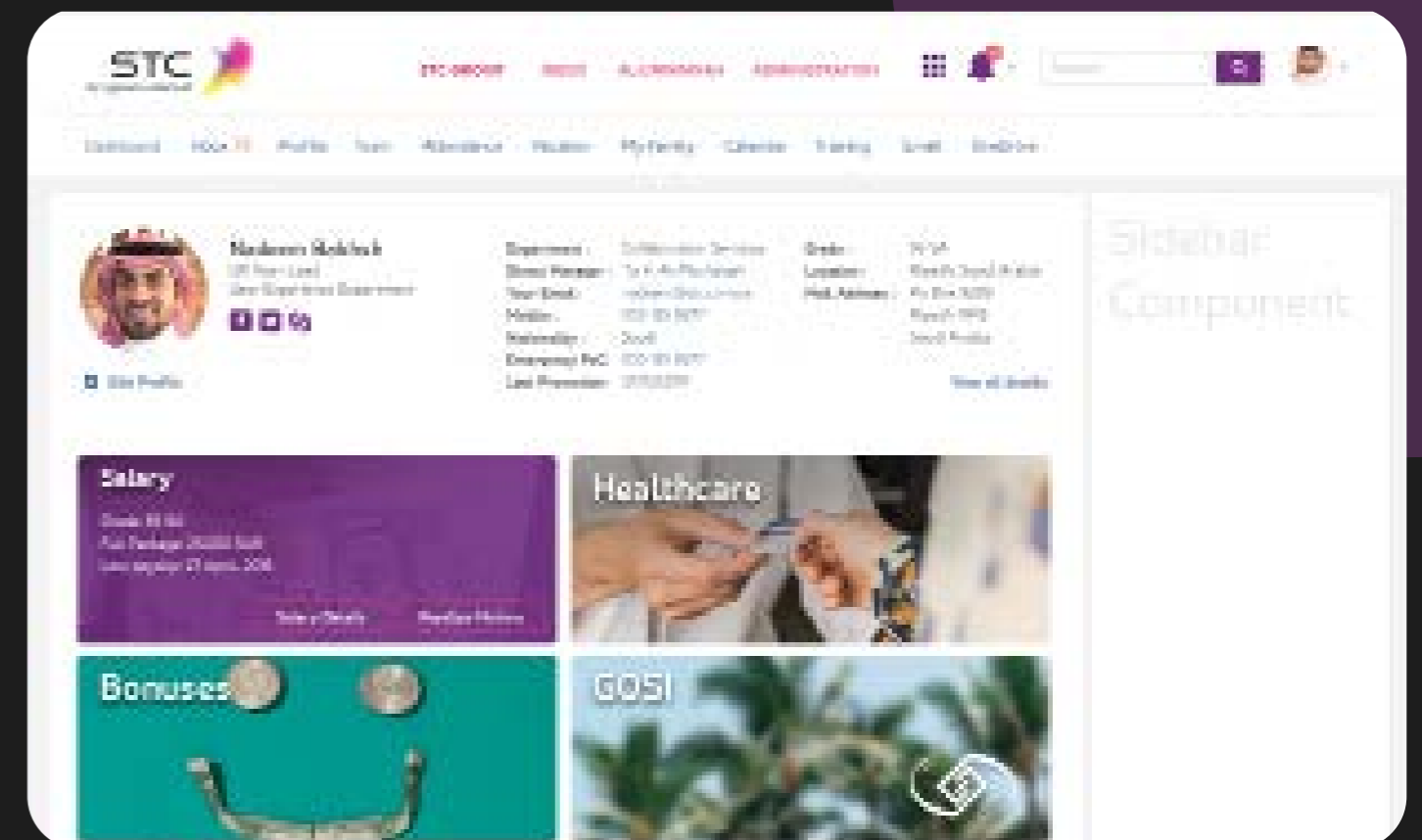
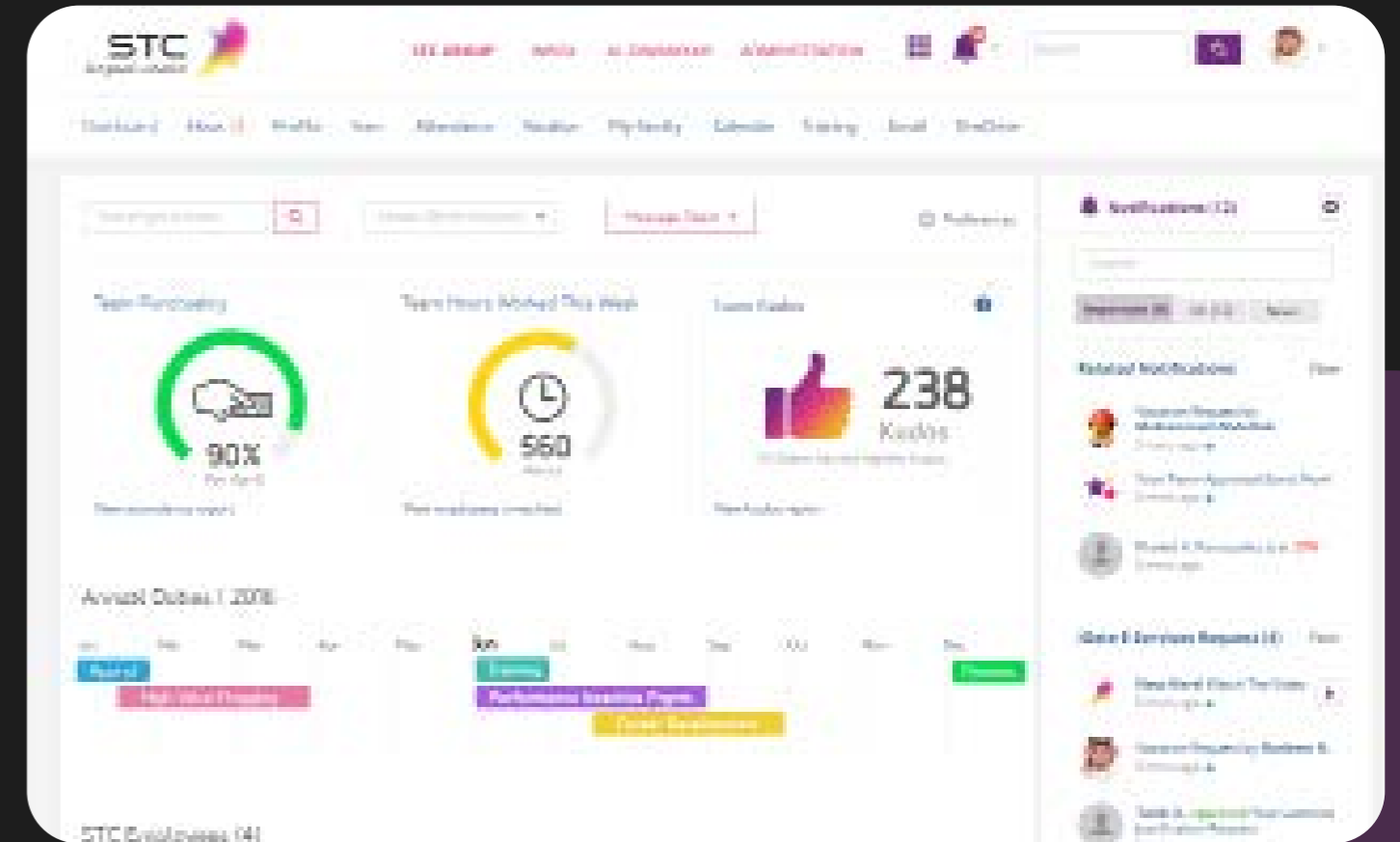
- Conducted usability testing sessions with a diverse group of users to gather insights and identify areas for improvement.
- Iterated on designs based on user feedback to enhance usability and satisfaction.

04 Visual Design

- Applied STC's brand guidelines to create a consistent and professional visual design.
- Selected color schemes, typography, and iconography that enhance readability and accessibility.

05 Collaboration

- Worked closely with developers to ensure accurate implementation of the design.
- Collaborated with stakeholders to align the design with business goals and technical constraints.



Managing the innovation centers for Bank Albilad, Geidea, and UXBERT Labs

🔍 Project Overview.

As a UX designer, I was responsible for managing the innovation centers for Bank Albilad, Geidea, and UXBERT Labs. This involved running usability testing workshops, design thinking workshops, and implementing experimental technologies to foster innovation and enhance user experiences.

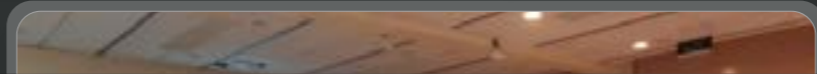
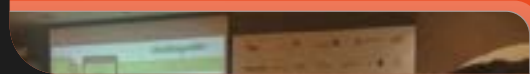
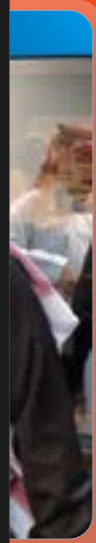
🎯 Design Objectives.

- **Enhance Usability:** Conduct usability testing to identify pain points and improve the user experience of various products and services.
- **Foster Creativity:** Facilitate design thinking workshops to encourage creative problem-solving and innovative solutions.
- **Implement Experimental Technologies:** Integrate cutting-edge technologies to explore new possibilities and improve existing systems.
- **Collaborative Environment:** Create a collaborative workspace that encourages idea sharing and teamwork among participants.

UXBERT LABS

geidea

بنك البلاد
Bank Albilad





Let's have a talk

Feel free to reach out

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