FAHAD IBRAHIM ALHATHAL, Ph.D.

Experience Researcher & Designer | Strategy & Innovation | Technology Utilization

✉ f.i.alhathal@gmail.com
in linkedin.com/in/falhathal
📱 0 5 0 0 8 6 8 1 8 1

Creative and results-driven professional with comprehensive experience generating digital content and optimising end-to-end user experiences. Proven track record in planning, leading, and executing research projects using qualitative and quantitative methods, including usability testing, user interviews, and competitor analyses to derive actionable insights. Repeated success in the development and execution of 22 impactful awareness national campaigns. Adept at creating visually compelling design elements, wireframes, and interactive components tailored for diverse devices and interfaces. Proficient in planning, devising, and implementing a comprehensive design system. Transformational leader; directing and facilitating cross-functional teams to deliver exceptional performance and results. A strategic thinker with expertise in translating complex user requirements into impactful design solutions.

EXPERIENCE

● **Ministry of Energy** - Saudi Arabia   (2016 - Present)

Acting Head of Creativity and Digital Content Department, *May 2023 - Present*
Orchestrate seamless day-to-day operations by overseeing project plans, schedules, and budgets. Proactively address conflicts, mitigate potential risks, and provide strategic direction to align stakeholders with project objectives. Adopt best practices and employ cost-effective measures to control expenditures and meet project deadlines. Boost team performance and productivity through impactful training, mentorship, and guidance.

Creativity and Digital Content Department Expert, *Mar 2023 - Apr 2023*
Executed the planning, co-ordination, and facilitation of stakeholder meetings within the Creativity and Digital Content Department. Directed the development of innovative project strategies and assure alignment with industry best practices. Maintained compliance with media regulations, employing measures that guarantee all communication materials adhere to legal and ethical guidelines. Deliver highly impactful communication materials by leading end-to-end process.

Consultant, *Jan 2016 - Feb 2023*
Streamlined project management processes that aided in increasing overall efficiency and productivity significantly. Incorporated brand guidelines and visual identity seamlessly into designs, effectively communicating ideas, styles, mood boards, and interactive details to the team. Crafted intuitive and engaging user interfaces for digital products and various media channels by leveraging key expertise and industry knowledge.

● **University of Southampton** - UK   (Aug 2021 - Sep 2023)

Lecturer for Master students, *in (Design Management) and (Global Advertising and Branding)*
Designed and devised engaging curriculum content for Master's programmes in Design Management and Global Advertising and Branding. Developed assessments that evaluate students' comprehension and application of course materials. Provided constructive feedback to aid in academic and professional development. Remained up-to-date with industry developments, emerging trends, and advancements in design, advertising, and branding.

● **Winchester School of Art** - UK   (Jun 2021 - Mar 2023)

Research Assistant, *LEVEL 3 & 2B*
Directed and co-ordinated UX projects in collaboration with clients, optimising project execution. Formulated and executed research strategies, encompassing scripts and environments, for comprehensive research projects. Crafted user personas and user journey maps, and translated intricate user requirements into impactful design elements and interactive components. Conducted thorough desk UX research, performing heuristic evaluations and competitor analyses. Planned and organised interviews, took notes, derived insight, and clearly presented findings for better understanding. Collaborated with cross-functional teams to implement the design system organisation-wide for maximum impact.

PROJECTS

Smart Trolley - a shopping trolley that supports customers - United Kingdom
The Smart Trolley is a virtual shopping assistant supporting customers with in-store navigation, displaying more product information, and accommodating personal wheelie trollies.
Position: **Design Team Leader, User Experience Designer, UX Research Assistant**

Protolyst - a note taking web app - United Kingdom
Protolyst is a networked note-taking web app to collect, collate, and create knowledge from various information.
Position: **UX Research Assistant, User Experience Designer**

KOODLE - AI-driven psychological therapy service - United Kingdom
An AI-driven psychological therapy service for young people that helps them manage their symptoms better.
Position: **User Experience Designer, Workshop Facilitator**

EDUCATION

PhD in Design - CX/UX/Emerging Technologies
Winchester School of Art - University of Southampton

MA, Design Strategy and Innovation - Distinction
Design School - Brunel University London

Bachelor Information System (IS)
College of Computer and Information Sciences - Imam Mohammad University

CERTIFICATIONS

- **User Experience (UX) Certificate**, Nielsen Norman Group
- **Service Design and Innovation Intensive,** London College of Communication, UAL
- **User Experience (UX) Designer,** RED Academy - Canada
- **Cloud Infrastructure and Services,** Dell EMC
- **Solve problems in creative ways,** Fastlearn-Canada