

# Noha Yasser

UX/UI Design Lead · Bilingual Design Systems · Enterprise & B2G

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## PROFESSIONAL SUMMARY

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Bilingual (Arabic/English) UX/UI Design Lead specializing in Arabic-first (RTL) and bilingual design systems for enterprise and B2G platforms — a rare skill set in the MENA region. 6+ years of end-to-end, user-centered UX/UI experience across government agencies, financial institutions, and public-sector digital transformation in Saudi Arabia, Egypt, and the UAE. Proven track record of leading cross-functional design teams, delivering platforms serving tens of thousands of government users, and building scalable, component token-based design systems. Complementary expertise in AI-augmented UX workflows and design-to-code pipelines.

## WORK EXPERIENCE

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### **Hued — Saudi Arabia** — Jan 2023 – Present

- **UX/UI Design Lead** — Jan 2025 – Present
  - Lead a cross-functional design team of 3, delivering end-to-end UX/UI across **8+ Saudi government and enterprise platforms**; oversee design reviews, critique sessions, and creative direction.
  - Architect and maintain the team’s enterprise design system — semantic tokens, components, and Figma variables — across all client deliverables including HRDF and SDAIA, serving **most** of the government users.
- **Senior UX/UI Designer** — Jan 2023 – Jan 2025
  - Led user-centered UX/UI for **4+ major Saudi government platforms** including SDAIA (Saudi Data & AI Authority) and Mawhiba Foundation — from stakeholder workshops and discovery through hi-fi prototyping and agile developer handoff.
  - Mentored 2 junior designers and established structured design review rituals, improving output consistency and reducing revision rounds across concurrent project sprints.

### **Softec Technologies** · Mid Level UX/UI Designer — Jan 2021 – Jan 2023

- Designed end-to-end UX/UI for Egypt Post Wassalha app (serving **hundreds** of users nationally), Misr Insurance services app, and Government of Ras Al Khaimah portal.
- Owned 3+ client relationships end-to-end — from discovery workshops through final delivery — demonstrating strong stakeholder alignment and independent project ownership across an agile delivery cycle.

### **Scribble Digital Marketing** · UX/UI Designer & Sr. Graphic Designer — Mar 2020 – Mar 2022

*Freelance engagement held concurrently alongside Softec Technologies*

- Delivered UX/UI and visual branding for digital campaigns; maintained consistent brand identity across social, web, and print touchpoints for multiple regional clients.

### **Beehive Advertising Agency** · Graphic Designer — Jan 2018 – Mar 2020

- Produced brand identities, print campaigns, and digital assets for 10+ concurrent regional client accounts in a fast-paced agency environment.

## SKILLS

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**Research & Strategy:** UX Research, User Interviews, Journey Mapping, Heuristic Evaluation, Usability Testing, Competitive Analysis

**AI & Emerging:** Generative UX Research, AI UX Patterns, AI Product Design

**Design & Systems:** Information Architecture, Visual Design, Interaction Design, Responsive Design, RTL / Bilingual Interface Design, Component Architecture, Design System Governance

**Token Architecture:** component Token Structure (Option / Alias / Component), Multi-theme Systems (Light / Dark / Brand), RTL + LTR Bilingual Token Architecture, Design-to-Code Token Pipelines, Token Export (JSON / CSS), Figma Variables, Tokens Studio Plugin

**Process & Methods:** Wireframing, Prototyping, Accessibility (WCAG), Design Critique, Stakeholder Workshops, Agile / Sprint Workflows, Developer Handoff

**Tools:** Figma (Variables + AI), Tokens Studio, FigJam, Miro, ChatGPT, Claude Code, Midjourney, Adobe Photoshop, Adobe Illustrator

## SELECTED PROJECTS

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### Saudi Arabia

- GWIP (Global Water Innovation Platform) — Full UX/UI for an innovation platform connecting water sector startups.
- (LPTC/Ministry of Culture) — UX/UI for Saudi Government G2B platform enabling publishers and printing houses to communicate to access printing services.
- HRDF (Saudi Human Resources Development Fund) — Enterprise B2G platform UX/UI, research & design system serving thousands of job seekers and HR professionals.
- SDAIA (Saudi Data & AI Authority) — Intranet dashboards & data visualization UX for national AI governance platform.
- Mawhiba / King Abdulaziz Foundation — Public educational site UX/UI & full bilingual (AR/EN) rebrand.
- The Financial Academy — Bilingual learning platform UX/UI, web & mobile app.
- HUED — Corporate website rebrand, illustration system & visual identity.

### Egypt & UAE

- Egypt Post — Wassalha App — Mobile UX/UI for national postal service reaching hundreds of thousands of users.
- Cybral Guard — AI-based cybersecurity product — UI/UX for enterprise security platform.
- ETIT (Egyptian Company for Tracking & IT) — Web portal UX/UI.

## EDUCATION

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**Faculty of Science, Cairo University** 2015 – 2019

Bachelor of Science · Very Good with Honors

## LANGUAGES

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**Arabic** — Native Proficiency   **English** — Professional Proficiency