

# Eyad Ahmad

## Resume

Strategist - UI/UXer - Storyteller

A **Value creator** from the inception to **beyond**, contributing to building the **business strategy** and connecting the business with a **strong brand**; while helping the leadership team maintain a wider view by a **credible credentials**.





# About Eyad & Skills

Well-known for creative artistic and constructive approaches, starting with the end in mind and working backwards.



Highly skilled at motivating teams to participate in brain storming sessions.



Skilled at analyzing and creating strategies for problem solving by staying goal focused.



Skilled in : Business strategy, Brand strategy, Communication planning, Workshops facilitation, Presentation skills and emotional intelligence.



# Professional Experience 01

Starting the journey by discovering the passion of building something, Something that can make a difference, I Learned to code and design to volunteer in making a Charity website, Which led to a great journey of freelancing experience.

2011

## Web Designer - Freelancer

Created bespoke front-end design projects for local clients.

2014

## UI/UX Designer | Innosoft

Worked to build creativity and excellence through a range of projects as a designer.

# Professional Experience 02

The Journey continues with more challenges and experiences to raise and build great and awesome solutions with keeping up with design trends. Leading an expanded team with variety of task types and responsibilities.

2015

**UI/UX Team Leader | Innosoft**  
Leadership and management of a group of web designers, inspiring them to deliver outstanding, innovative projects which are well-known across the country.

2016

**UI/UX + Creative Team Leader | Innosoft**  
Leading Two teams and juggling between different types of tasks, From Website Conceptualization, and design, Social media campaigns and branding.



# Professional Experience 03

Held leadership roles as a UI/UX Team Leader managing +9 staff members, who that year succeeded in receiving the highest standards of evaluations. While Building internal products and the standards of deliverable.

2018

**Products Manager + UX/UI & QA Team Leader | Innosoft**

Responsible for creating internal products and seeking out opportunities to invest in, including start-ups and creative ideas.

2019

**UX/UI Team Leader + QA Team Leader | Innosoft**

Working to build extraordinary results with attention to details in the field of products and establishing QA standards.



# Professional Experience 04

Moving from the execution field into the strategic part requires analytical skills beside other skills, when it's complemented with the creative background and leadership experience; you can only imagine the results!

2020

## Strategic Planner | UBRAND

Shaping the feature of UBRAND by building the business strategy and building brand strategies for our clients to refine their relationship with the audience.





There are no secrets to success. It is the result of preparation, hard work, and learning from failure.

### **Leadership**

Skilled at motivating and inspiring team members to work in tight deadlines and to further develop their skills.

### **Communication**

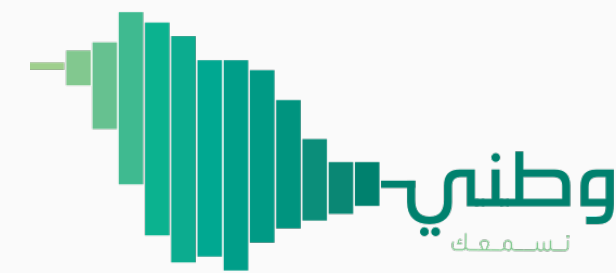
Strong interpersonal skills and the ability to build relationships with colleagues in order to gain experience and learn from others.

### **Development**

Seeking knowledge at every base and big believer that a day without learning something new is a wasted opportunity.



## Proud of Working for





# Certified Strategy Development and Execution Professional

Successfully completed the Certified strategy development and Execution training course and passed the certification examination in June 2019.

Currently preparing for Project Management Professional (PMP) certificate.

*Has successfully completed the Certified Strategy Development and Execution training course and has passed the certification examination, being recognised as*



## CERTIFIED STRATEGY DEVELOPMENT AND EXECUTION PROFESSIONAL



*In accordance with the standards prescribed by the Strategy Development and Execution Framework administered by*

**The KPI Institute**

Certification Number: 27060009-902-CSDE1  
Effective date: 27 June 2019

Event: 24 - 27 June 2019, Riyadh,  
Kingdom of Saudi Arabia  
Facilitator: Manhal Al Dakhllallah, The KPI Institute



A handwritten signature in black ink, appearing to read 'Manhal Al Dakhllallah'.

**Manhal Al Dakhllallah**  
Course Facilitator

A handwritten signature in black ink, appearing to read 'Aurel Brudan'.

**Aurel Brudan**  
CEO of The KPI Institute

# Certified Brand Specialist

Successfully completed a masterclass with the Brand master Marty Neumeier, and earned the credentials of being a Certified Brand Specialist.

Currently preparing for Level-2 to be a Certified Brand Strategist.



LEVEL

**Certified  
Brand  
Specialist**



# Certified Emotional Intelligence Practitioner

To complement the technical skills, I was always curious about emotional intelligence, but this year I took the extra step to be a certified practitioner to enable people around me to be the best version of themselves.







# Let's Stay in Touch!

I would be happy to have a little chat and get to know you! Am interested in Books, Music and Healthy life style. Also Feel free to pick my brain any time you need some out of the box ideas :D.

## I Live in:

Saudi Arabia, Riyadh

## Buzz me:

+966 564 311323

## Social Media:

[Linkedin](#) | [Instagram](#)

## Website:

<http://eyadahmad.com>