

PROFILE

Principal UX Architect / UX Design Leader with 15+ years designing and governing **mission-critical enterprise platforms** across **Oil & Gas, Energy, Industrial, Fintech, and SaaS** environments. Over **10 years working with Halliburton, GE Oil & Gas, and Baker Hughes**, specializing in **drilling applications, operational dashboards, and upstream, midstream, and downstream software**. Experienced in transforming complex, high-risk workflows into clear, reliable, and scalable digital systems that support **operational efficiency, safety, and decision-making at scale**.

CORE EXPERTISE

- Enterprise & Industrial UX Architecture: Large-scale platforms, operational dashboards, drilling & production systems, field-to-HQ workflows
- Oil & Gas Digital Systems: Drilling applications, upstream production, midstream operations, downstream analytics
- Research & Operational Insight: Usability testing, workflow analysis, error reduction, role-based access design
- Leadership & Stakeholder Alignment: Leading UX teams, working with engineering, compliance, and executive leadership

PROFESSIONAL EXPERIENCE

Principal UX Architect / Consulting UX Lead

MarsX Inc. — Dallas, TX & Sokhna Free Zone, Egypt

Sep 2023 – Present

- Leading UX strategy and system design for enterprise and industrial platforms across fintech and supply-chain domains.
- Designed end-to-end UX for importer-facing dashboards, KYC workflows, real-time monitoring, and ERP-compatible B2B processes.
- Partnered with financial institutions and regulators on secure, auditable workflows supporting cross-border transactions.
- Delivered high-fidelity demos and system concepts used in executive and partner decision-making.

Lead UX Designer (Contract)

HSBC Digital - Sokhna Free Zone, Egypt

2024 – 2025

- Designed importer-facing dashboards for trade finance, FX lock, and document workflows, improving transparency and operational efficiency.
- Prototyped secure authentication flows (biometric login, role-based access, audit trails).
- Delivered executive-ready UX demos presented to leadership and partner institutions, influencing funding and platform roadmap decisions.

Senior Lead UX Designer – Enterprise Platforms

CA Technologies — Plano, TX

Jul 2021 – Aug 2023

- Reduced rework and user drop-off by 22% through redesigned onboarding and contextual guidance.
- Improved task efficiency by 35% by simplifying operational dashboards and high-frequency workflows.
- Established an enterprise design system adopted by 50+ teams, enabling consistent UX and faster rollout across products.

UX Strategy | Design Culture Lead

GE Current, Houston, TX

Apr 2018 – Aug 2019

- Led UX strategy for industrial IoT and energy management platforms.
- Scaled UX team and introduced standardized workflows improving validation speed and delivery consistency.
- Redesigned commerce and operational UX, contributing to **30% growth in digital sales** within one quarter.
- Conducted 15+ executive workshops aligning UX strategy with business KPIs.

UX Leader – Enterprise Platforms

GE Oil & Gas, Houston, TX

Jul 2015 – Apr 2018

- Delivered **15+ enterprise UX projects** supporting drilling, production, and operational analytics
- Designed operational dashboards and workflow tools used across upstream and production environments.
- Reduced support tickets by **40%** through improved usability and workflow clarity.
- Led a cross-functional UX and engineering team, contributing to significant cost savings through automation and system standardization.

Lead UX Designer

Halliburton, Houston, TX

Jan 2011 – Jul 2014

- Led UX design for drilling and oilfield service applications used by engineers and field teams.
- Unified UX across **15+ digital products**, improving consistency and adoption.
- Conducted extensive usability testing with engineers and operators, increasing adoption and operational efficiency.
- Supported digital tools contributing to measurable revenue growth and improved field performance.

Earlier Roles (Condensed):

- **UX Consultant** – Railroad Commission of Texas (2014–2015)
Modernized legacy regulatory systems, reducing redesign and maintenance costs.
- **Automotive UX Designer** – Johnson Controls (2009–2010)
Designed in-vehicle systems for global automotive brands.
- **UX Designer** – Boston Scientific (2008–2009)
Designed medical-grade platforms with strict reliability and compliance requirements.

EDUCATION & CERTIFICATIONS

- BFA – Fine Arts | Alexandria University, Egypt
- Certified UX Designer – UX Design Institute
- Agile UX Practitioner – Nielsen Norman Group
- Design Thinking Workshop – IDEO

RECOGNITION

- **2019 UX Innovation Award** – Voice-Activated IoT Dashboard
- **2017 UX Excellence Award** – 3D Analytics Platform