

# ASMA ALSAYED

Innovation Lead & UX Design Strategist

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## Profile

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An *innovation lead*, UX consultant, UX design strategist, UX mentor, and a *thought leader* in the space of research, digital transformation and user experience. Working with different industries to deliver beautiful, usable and functional digital products and services. Aspiring to bring Bahrain and the region to the lead in the space of Research, Innovation and Design.

## Skills

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- Design Thinking
- UX Research
- UX Interaction Design
- UX Visual Design
- Digital Transformation
- Strategy
- Product Management
- Project Management
- Usability Testing
- Notion
- Figma
- Adobe XD
- Miro

## Work Experience

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- **Founder & UX Lead, Breinno** **Mar 2023 - till date**  
Bahrain Research Innovation Company (*Breinno*), Bahrain
  - Breinno is a startup company specialized in human-centered research and design-led innovation.
  - Enabling organizations drive digital innovation through consulting services, research, ux strategy formulation, mentorship, workshops facilitation, process engineering, concepts design, prototyping, user testing, and any related user experience and digital innovation supporting activities.
- **Digital Innovation Leader** **Jan 2017 - Mar 2021**  
Bahrain Islamic Bank (BisB), Bahrain
  - Formulate and drive the implementation of the digital innovation strategy.
  - Designed and delivered the first Ai face banking onboarding app.
  - Designed and led the automation of the corporate credit application.
  - Established the partnership with Paypal, and led the delivery of service on the bank's app to position the bank as the sole provider to PayPal in Bahrain.
  - Designed and delivered the first of its kind multi-function banking kiosk.
  - Designed and led the delivery of the first instant online finance service.

- Designed and led the delivery of the bank's BPM Workspace.
  - Transformed the onboarding process for in branch experience.
  - Led the project delivery of BisB open banking services.
  - Established BisB Innovation lab, the first innovation hub in a local bank.
  - Influenced the adoption of design thinking process for new projects
  - Established a UX design team to take part in all digital projects.
- **Manger, eBanking** **Dec 2015 - Jan 2017**  
Bahrain Islamic Bank (BisB), Bahrain
    - Formulate and lead the bank's delivery channels strategy.
    - Led the delivery of the new digital app and omni channel banking
    - Established the banks first pilot digital branch and Video Banking Services.
    - Optimised the cost of all bank's ATMs
- **Senior Product Manager** **Mar 2011 - Nov 2015**  
Batelco, Bahrain
    - Formulate and led the strategy of the e-commerce and cloud services.
    - Led the delivery of first pilot SaaS cloud based service
    - Led the delivery of the first pilot eCommerce platform
    - Product management of the payment gateway and ecommerce services
    - Product management of Batelco Data Center & Web Hosting services.
    - Led a cross functional team of around 10 people to deliver different e-services across different touchpoints.
- **Product Manager** **Jun 2008 - Mar 2011**  
Bahrain Telecommunication Company (Batelco) , Bahrain
    - Led the redesign of Batelco eServices resulting in an increase of transactions from 3k to 25k.
    - Led the design and delivery of Batelco's eBilling service, turning 80% of Batelco bills to digital.
    - Led the project delivery of Batelco's new self-service kiosks.
    - Led the project delivery of establishing MasterCard gateway as the main gateway provider to achieve 100% uptime and availability
- **Internet Analyst** **Jun 2006 - Jun 2008**  
Bahrain Telecommunication Company (Batelco) , Bahrain
    - Worked as an Internet Services customer support, 6 days a week on shifts
    - Took different roles including contact centre back office and acting supervisor.

## Education & Certificates

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- **User Experience Design Immersive 2022** Oct-Dec  
General Assembly, Bahrain
- **Fintech** 2019  
GeorgeTown University, Bahrain
- **DevOps & ITIL Foundation** 2019  
NGN, Bahrain
- **Arbitration & Translation** 2013  
University of Bahrain, Bahrain
- **B.Sc. Business Information Systems** 2006  
University of Bahrain, Bahrain

## Community

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- **Founding member of UXBahrain community initiative.** 2023  
UXBahrain, Bahrain
- **Mentored at BisB & inJAz Innovation Camp** 2019  
BisB & InJAz, Bahrain
- **Mentored at BCCI startup bootcamp** 2015  
Bahrain Chamber of Commerce and Industry (BCCI), Bahrain
- **Speaker at Batelco CommTech event** 2013  
Batelco, Bahrain
- **Mentored at Bahrain Startup Weekend** 2011  
Startup Weekend, Bahrain
- **Volunteered at inJAz Bahrain Students Program** 2009  
inJAz , Bahrain (1 Full semester)

## Interests

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- Startups advisory
- Ideation
- UX design
- Problems solving
- Visual art
- Graphics design
- Interior design
- Languages
- Global cultures