

SAHAR BADAH

Email: sahar.badah@gmail.com

Cell: (+966) 503-453-331

[LinkedIn: www.linkedin.com/in/saharbadah/](http://www.linkedin.com/in/saharbadah/)

EXPERIENCE

Jan. 2015-present **King Abdullah City for Atomic and Renewable Energy (Mishkat Interactive Center)** *Riyadh, Saudi Arabia*

User Experience and Exhibit Developer

- Establish interactive sustainable energy educational programs to foster new challenges and introduce future energy concepts for next generation.
- Engage with stakeholders to build long-term relationships that enable deeper engagement with society and ability to identify and respond to needs.
- Provide objective and technical review and assessment of exhibition proposals.
- Assess the opportunities for new guidelines development and user experience design.
- Responsibility for managing the development of Mishkat's exhibits through exhibit research, content, prototyping and conduct evaluation.
- Integrate information and materials from multiple into a visualized technology concept.
- Leading with exhibit experience development to increase current knowledge of relevant UX design, exhibition, and technology including proposed and final rules.
- Advocating for visitor educational experience goals, developing project reports, and communication materials.

Project Manager

- Project managing logistics and communication with internal teams and outside vendors
- Meeting project budgets and schedules to ensure adherence of design specifications and compliance with applicable standards.
- Support design analysis to evaluate the timing of exhibit reinforcement required to maintain compatibility for the short and long range planning horizons.
- Work in an independent fashion, solve problems, make decisions, and communicate effectively in difficult situations
- Manage projects and work with customers to find the most cost-effective strategies.
- Lead and inspire teams by communicating a vision for the project as well as involving people at the optimal levels for project success.
- Lead discovery process on digital engagements and accurately scope projects, defining project requirements, functional specifications, and partner to finalize success metrics.

Jun. 2012- Dec. 2015 **Control Group - now Intersection** *New York, USA*

User Experience Designer - Interaction Design

- Understand types of experiences that are possible given current technologies.
- Innovative solutions with attention to project goal details.
- Develop strategic simple and neat solution solving for complex problems.
- Produce high level user experience documentation.
- Research trends in product design, technology, and tailor solutions according to client needs.

Business Development, Consulting & Strategy

- Identify objectives and priorities necessary to accomplish the goals of the project.
- Applying solutions to a range of touch-points from products to processes to services.
- Impact the success of the company through ensuring the strategic and tactical management decisions and new business development results.
- Establishing the interactive structured flow between a person and a product, service, and environment

Jun. 2005- Aug. 2010 **Banque Saudi Fransi**

Riyadh, Saudi Arabia

Segmentation & Coverage e-Banking Deputy Manager

- Develop a comprehensive business development strategy that is aligned with the senior management's and board of directors vision on direction for the corporation.
- Conduct organizational assessments to identify strengths, weaknesses, opportunities and threats.
- Facilitate change management initiatives to ensure the growth of the organisation is equipped with adequate infrastructure & processes to support growth.
- Implement business development plan with assistance of project managers, general managers and Staff.
- Prepare legal documentation drafting for new services.
- Conduct desktop research and competitive analysis of e-banking solutions.
- Devise and implement innovative marketing principles and sales drive for e-banking projects to further support financial growth.

Professional Development Program

- Assets Under Management Study at Banque Saudi Fransi
- Participated in Asset Management Study, lead directly under higher management supervision.

Islamic Banking and Finance Officer

- Experienced professional with a successful career in Islamic Banking Division
- Handled Tawarroq Finance Reporting.
- Processed & captured numerous accounts of Murabaha Deposit Cost plus Trade.
- Financing operations daily Tackled Leasing and Islamic Finance Medium Term.
- Certified Corporate Banker Advanced Seminar in Business, Finance & Corporate Banking.

EDUCATION

Aug. 2010- May. 2012 **New York University**

New York, USA

Polytechnic School of Engineering

Master of Science (MS), Integrated Digital Media GPA 3.74

Jan. 2000- May. 2005 **Al-Imam Muhammad Bin Saud University**

Riyadh, Saudi Arabia

Bachelor of Art (BA), English Language & Literature GPA 3.5

LANGUAGES

Fluent English - Native Arabic - Some French

SKILLS & EXPERTISE

Expertise

- Involved in several critic sessions at NYU to enhance student projects.
- Conducted several workshops in New York, Riyadh and Abu Dhabi.
- Project Management Diploma.

Skills

Project Management, Consulting, Wayfinding, Augmented Reality, Prototyping, Video Editing, Interaction Design, Adobe creative products, Information Architecture, Design Business Perspective, Web Design, Experience design, Design Thinking, , Problem Solving, Strategy, Technology.