

Yaser Nazzal

Portfolio deck

Shaping Impactful Experiences Through Design Leadership

I create meaningful digital experiences that drive business value and human connection.

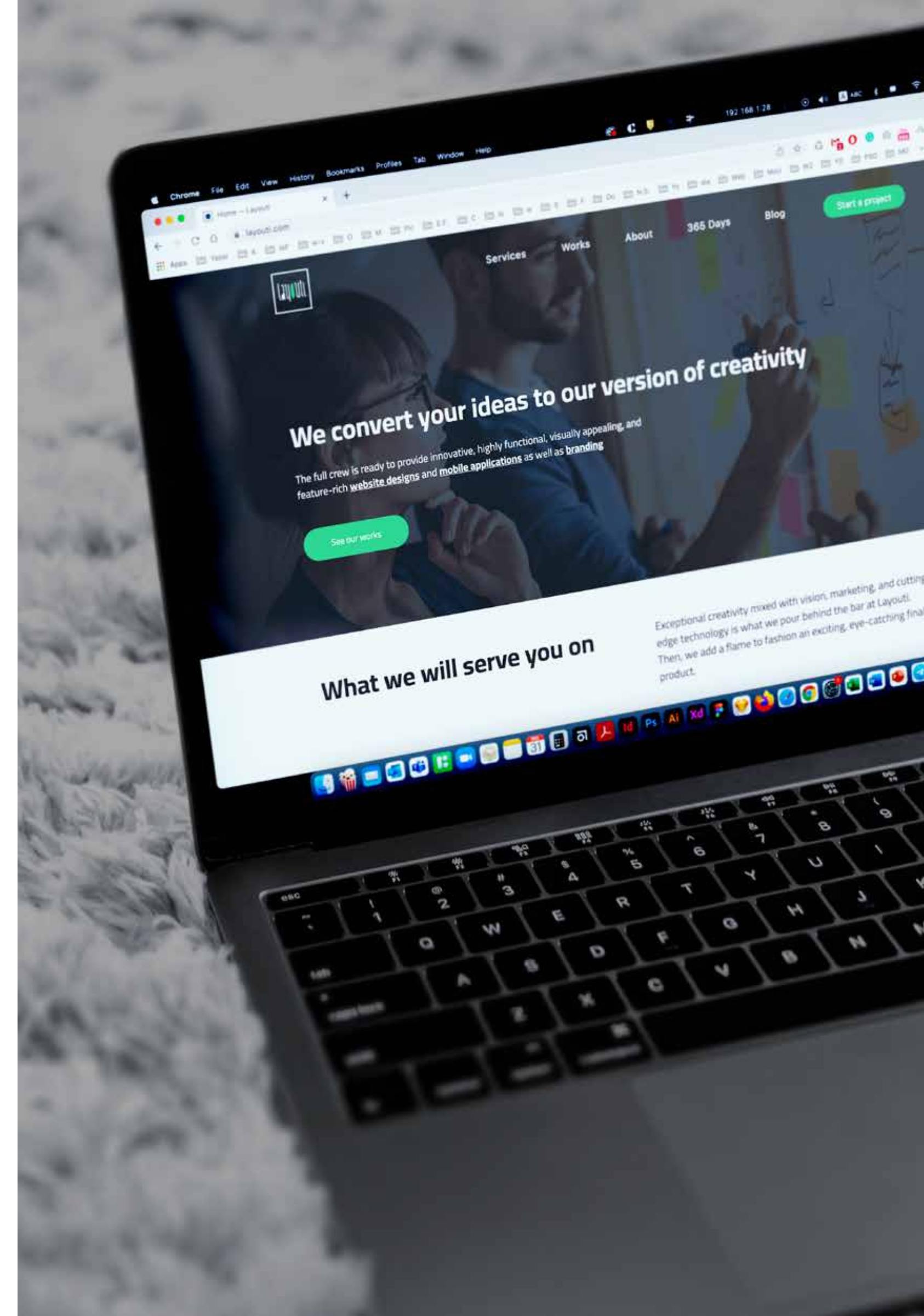
As a Product Experience & Design Manager/Lead with over 15 years of experience, I specialize in turning complex challenges into intuitive, high-performing solutions. My work spans web, mobile, enterprise platforms, and interactive products, bridging the gap between user needs and strategic business goals.

I bring deep expertise in UX strategy, product design, design systems, and accessibility standards, with a strong record of leading cross-functional teams to deliver end-to-end, scalable digital solutions. Grounded in design thinking, usability best practices, and collaborative leadership, I help organizations create products that are not only functional but truly impactful.

Thriving in hybrid and agile environments, I'm driven by user empathy, innovation, and a passion for mentoring teams and building design cultures that scale.

Proposition

I investigate your concepts & ideas to make them a tangible reality in the form of a **website, application, system,** and interface



Listen to my struggle story

In 2009, I began a creative journey in digital design, starting as part of a small two-person team working online. Over time, this passion evolved into a thriving design practice, growing into a diverse and talented group of professionals from different backgrounds all united by a shared commitment to creativity and innovation.

His approach has always been collaborative, solution-driven, and deeply user-focused. Through this mindset, he and his team were able to deliver high-impact design solutions for major brands and platforms, including Aywa Movies, Layalina News, and many other successful digital products.

As his expertise and reputation grew, he led the development of standout independent projects. These include the eToy platform, which earned first place globally in the World Usability Day competition, as well as Scan Smile, a comprehensive restaurant menu system redefining digital dining experiences.

Today, Yaser continues to build and lead with purpose, welcoming every client who's still searching for their "magic lamp" to bring their digital vision to life.

400+

I digital products we've helped a lot of clients for shaping, optimizing, and launch since 2012.

20+

Many countries represented in our agency, offering a valuable global perspective on our work.



International Awards

The year 2020 marked a major leap forward in my journey, as one of our most significant projects [eToy app](#) earned first place globally in the prestigious [World Usability Day Challenge](#).

This award recognized not only the strength of the concept but also its innovative execution and user-centered design. Competing against entries from around the world, eToy stood out for its originality and the excellence of its user experience elements that deeply impressed the international judging panel.

This achievement is a proud testament to the high standards we uphold and the creative ambition that drives everything we do.

Portfolio



my beliefs

There is no such thing as “enough information”; nothing is ever “good enough.” We are paving the road forward



1. No bounds to the challenge

A large part of our progress lies in our creativity as teamwork that walks the path of innovation only. I offer competitive designs that can stand out and attract attention locally and globally. Life is our success and failure is a challenge that makes us more powerful.



2. Learning & Knowledge

I don't give up—because nothing truly worthwhile comes easy. I'm driven by a constant pursuit of knowledge and growth, always looking for insights to share and apply. I collaborate with individuals who are motivated by excellence, and I aim for the highest possible outcomes so we can all take pride in our work.



3. Focus on the objective

The ultimate goal is success for the customer because it considers success to me. I put a lot of appropriate solutions and ideas to solve the client's problem so that he has an opportunity to choose the best for him.



4. Listen carefully

Listening is a skill that is lacking in many, despite its great importance. I am listening is knowledge and science that we benefit from. It shortens the way to knowing what is going on in the minds of our customers and benefiting from their ideas.

Clients join my journey

At the core of Yaser Nazzal's work is UI/UX design expertise the foundation on which he supports digital transformation across industries and regions. Whether it's a startup, a mid-sized business, or a global enterprise, Yaser helps bring digital initiatives to life through intuitive, user-centered design.

Yaser is proud to collaborate with companies from around the world. With deep experience across industries and project scales, he seamlessly manages both local and international engagements. In the ever-evolving world of digital design, adaptability is key and that's where he thrives.

His work spans multiple sectors, including but not limited to:

Medical – Telemedicine platforms, Electronic Health Records, and wellness apps

Financial/banking – Online banking, banking app, e-commerce, stock trading, and digital financial services

Mental Health – Solutions addressing social isolation and emotional well-being

Social Platforms – Tools for staying connected with friends, family, and colleagues

Education & Environment – E-learning solutions, interactive educational apps, and sustainability-focused platforms

Yaser's efforts have reached countries such as:

United States – Los Angeles, Florida, Washington

Europe – France, United Kingdom, Germany

Middle East – Saudi Arabia, United Arab Emirates, Qatar, Oman, Kuwait, Jordan, Palestine, and Egypt

I am continues to push creative boundaries with one simple vision:

To use design thinking and creativity to reach, inspire, and improve lives across the globe.

My Portfolio

Work

- Private Project

- Private Project

etoyapp - Get more toys with etoy... Swap, sell, give your toys with a friendly app design



Headquarters

UAE & Jordan

Industry

Environmental, Social

Company size

5+

Known assets worth

\$1M

Deliverables

Discovery & Strategy

UX design

Branding

UI design

App development

Website development

Dashboard development

Admin app Development

Link

[eToy App Website](#)

Project overview

The roots of the etoy app may be traced back to a group of friends discussing the problem of a large number of unnecessary toys in their homes & how this problem affects the kid's behavior and the household budget as well!

I was all in agreement that the cycle of improvement starts with the parents, who are the seed that sprouts into a healthy tree.

From this sprang the concept of developing a user-friendly app design that connects parents in neighboring locations to share the preloved toys, gift them, or even sell them. This teaches kids involvement, tolerance, ingenuity, and other beneficial behaviors.

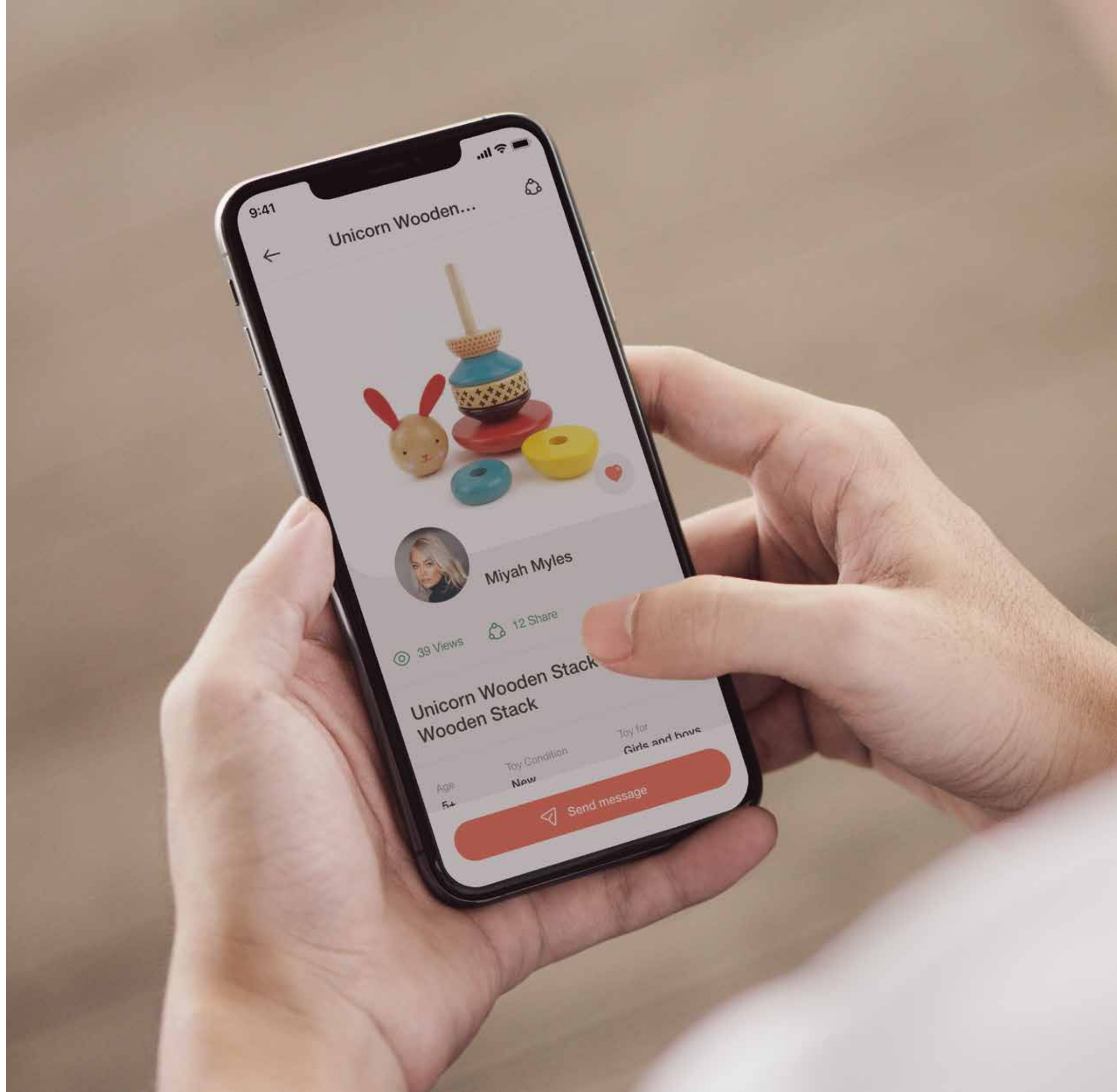
The challenge

My objective is to produce a user-friendly app design in order to put this unique eco-friendly notion into action. This app will allow parents in the same local area to exchange their kids' toys by swapping, gifting, or selling them to other kids in order to make them happy. The app also recommends toys based on your kid's age.

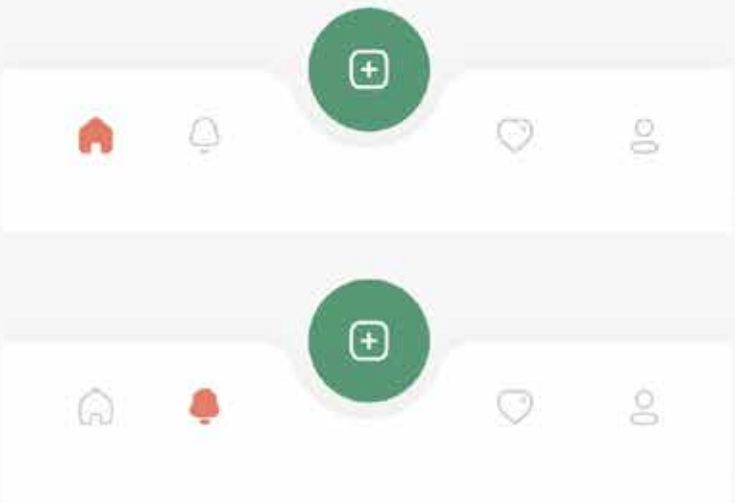
All these intricate details had to be revealed in a simple design that is comfortable for the user, fast & practical for parents. In addition to using professional branding tactics to establish its own personality.

The solution

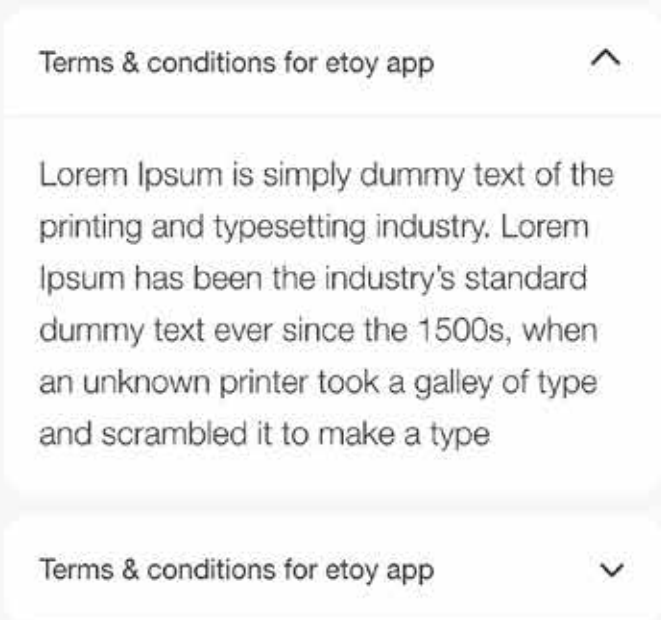
I has succeeded in designing an environmentally friendly application for the community that is able to save time through its speed and ease of handling and is able to save money due to the ingenuity of its idea.



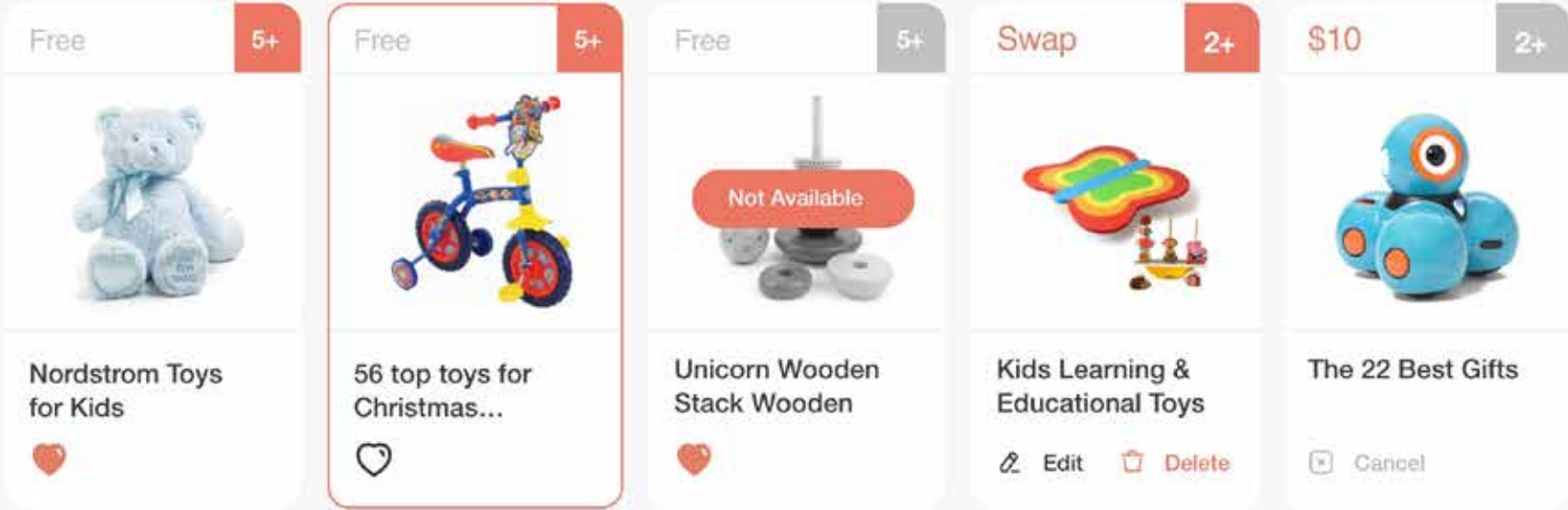
Footer Design



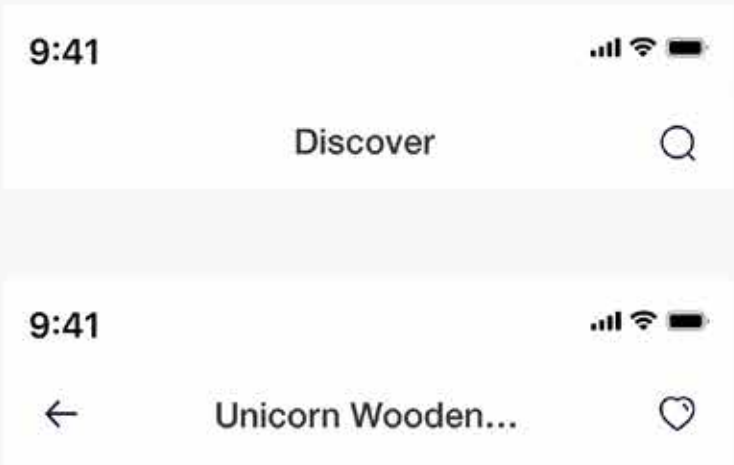
Collapse Design



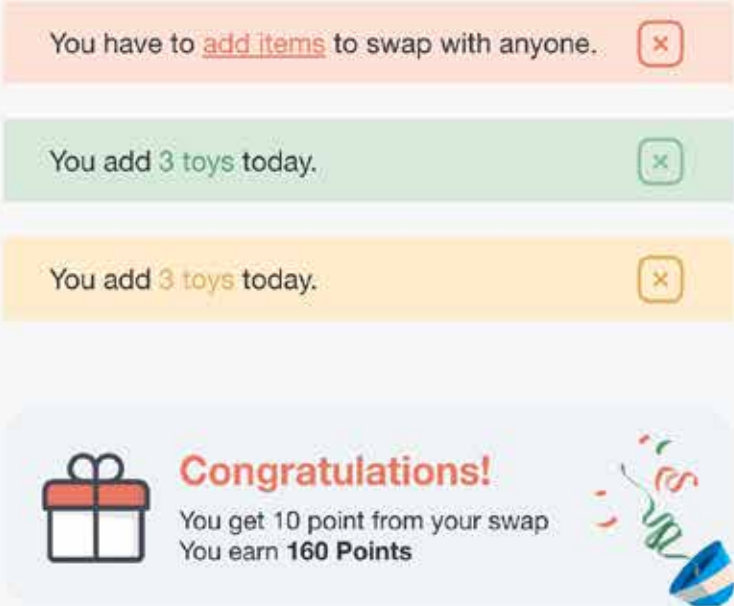
Card Design



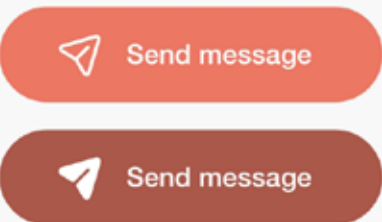
Header Design



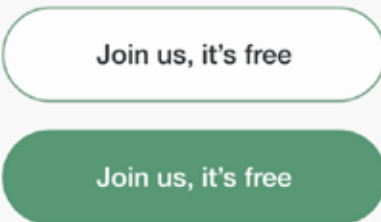
Adding, Erroring, Warning, and Pop up



Buttons



Ghost Button



Static
Active

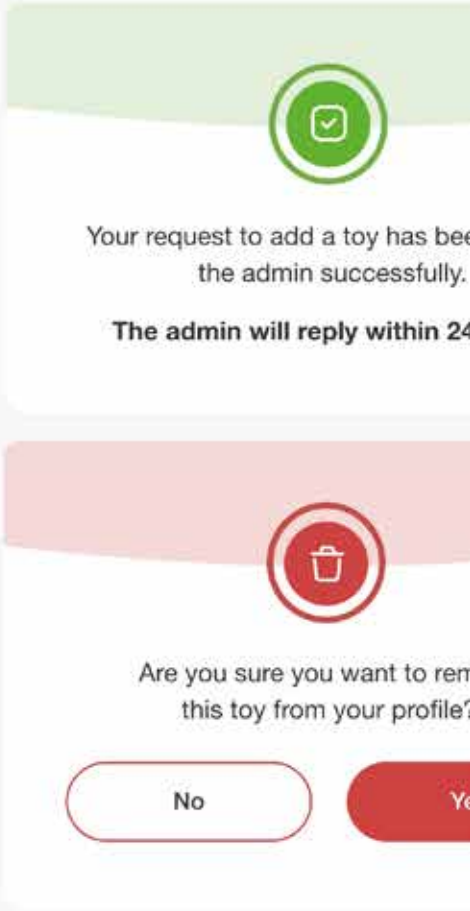
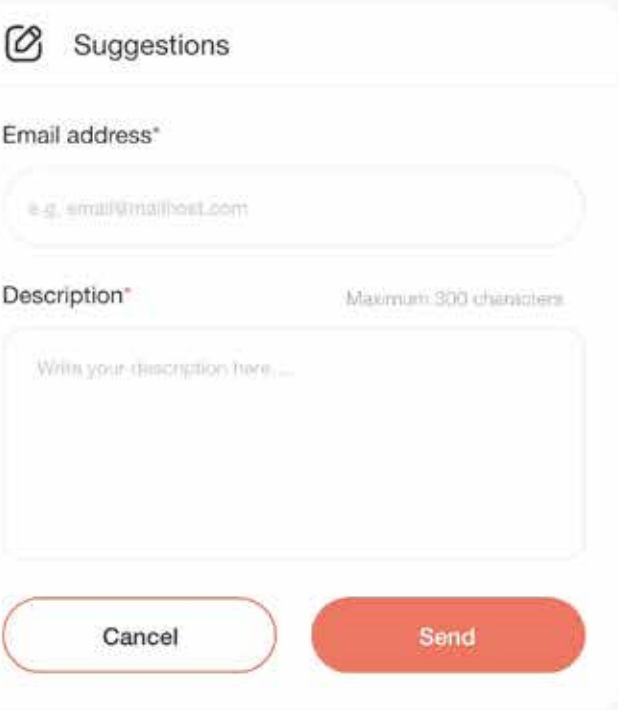
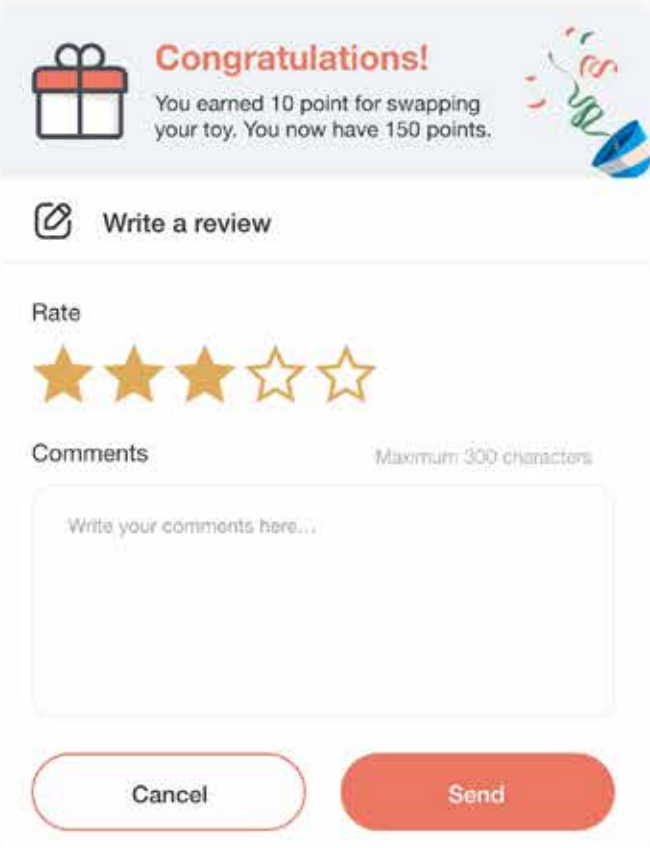
Input Field Style

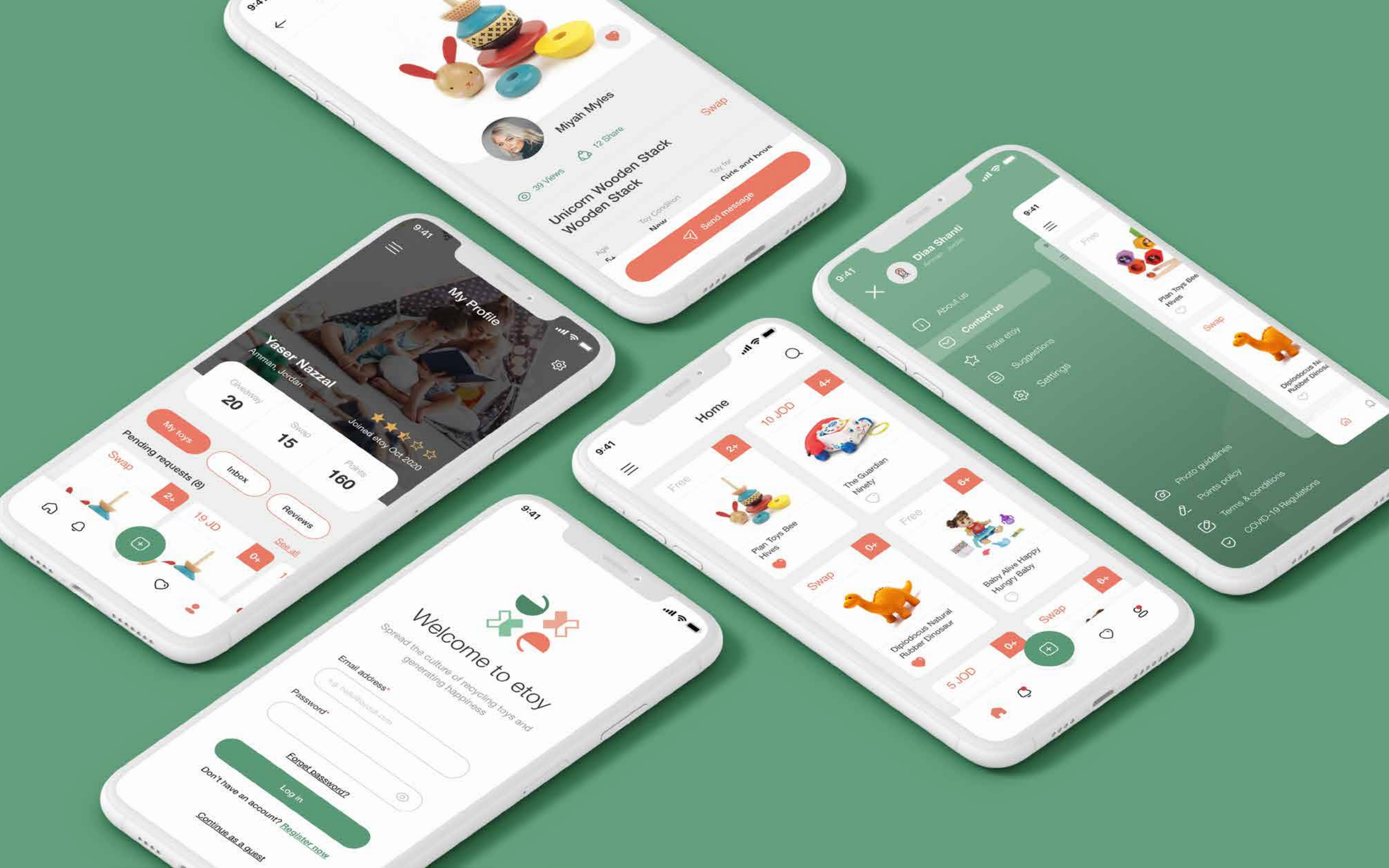


Selecting Controllers



Pop Up Design





- Private Project



etoyapp Logo

- Connect local community to sell, swap, or give away toys

Headquarters

UAE & Jordan

Industry

Environmental, Social

Company size

5+

Known assets worth

\$1M

Deliverables

Discovery & Strategy

UX design

Logo Branding

Link

[eToy App Logo](#)

Project overview

The idea behind the app is to give an innovative and environmentally friendly app that puts you in touch with other parents in your local area with whom you can swap, take or give up a toy-making another child very happy.

The app will also teach your child how to share, re-use, and protect the planet, all while saving money and decluttering your home.

This app will make a difference by reducing pollution, raising awareness & teaching kids to be responsible.

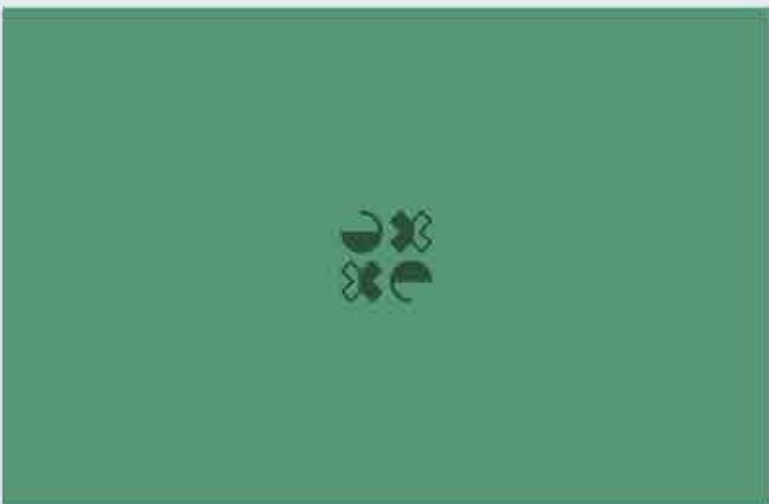
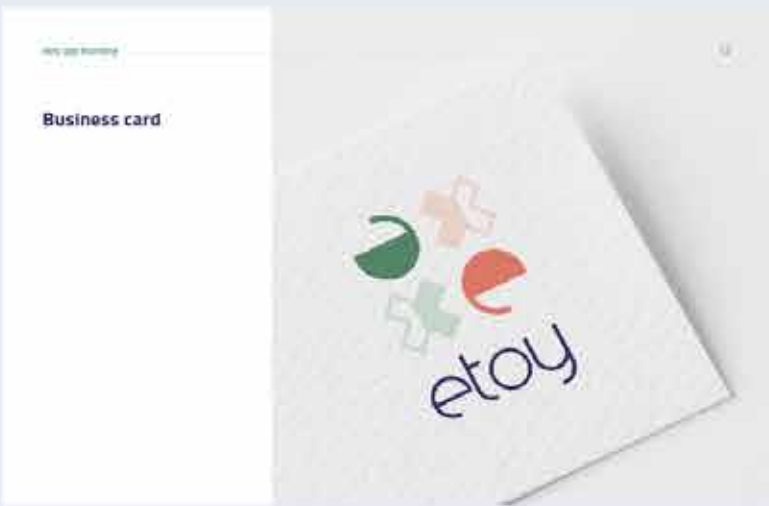
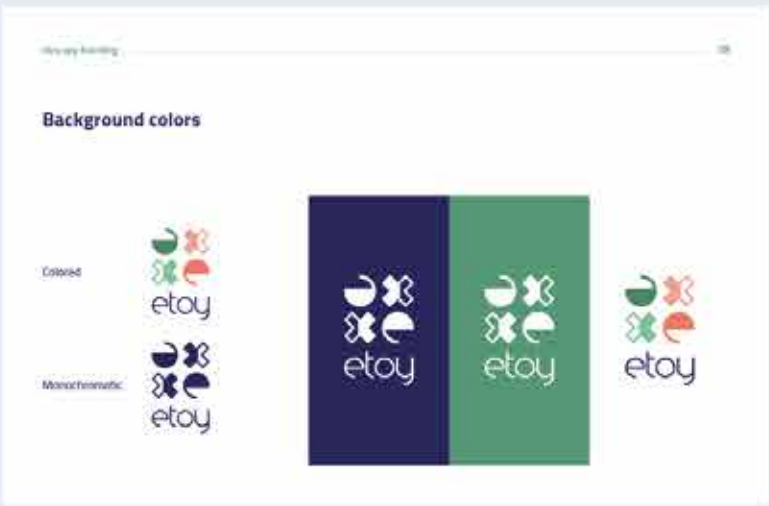
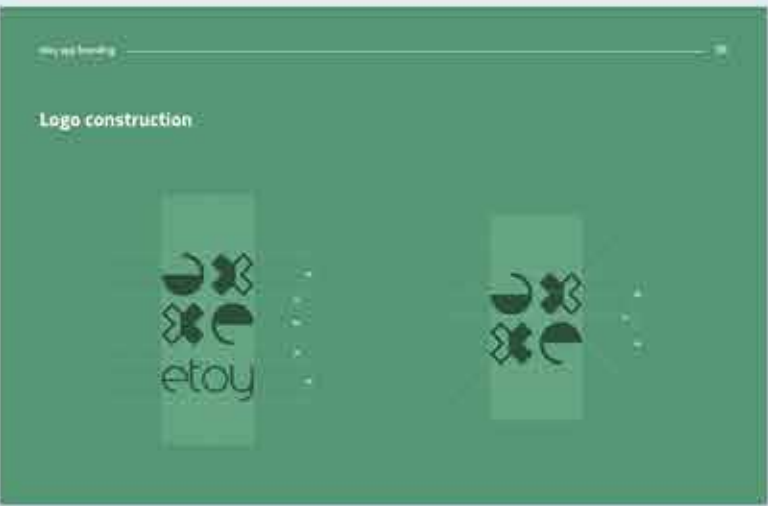
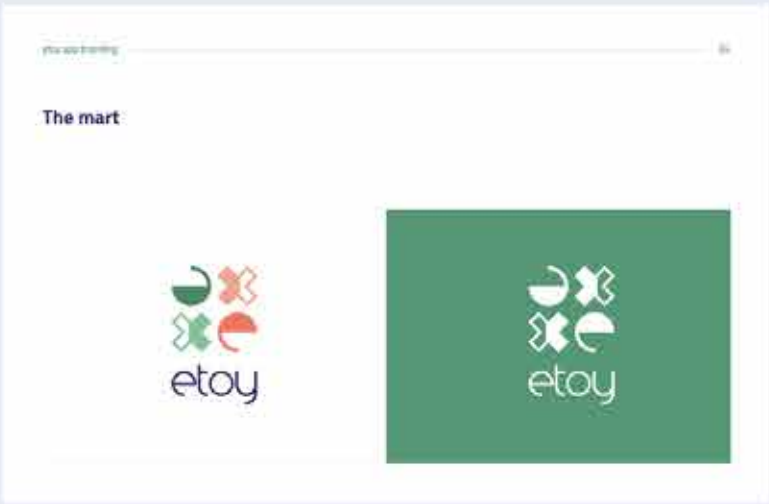
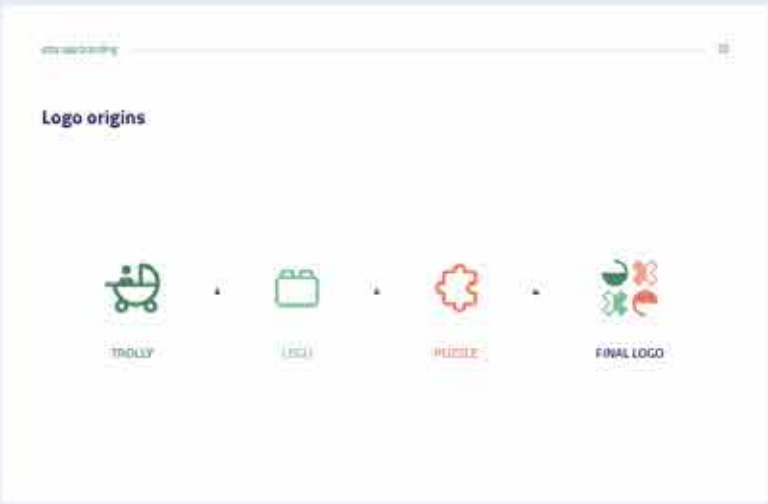
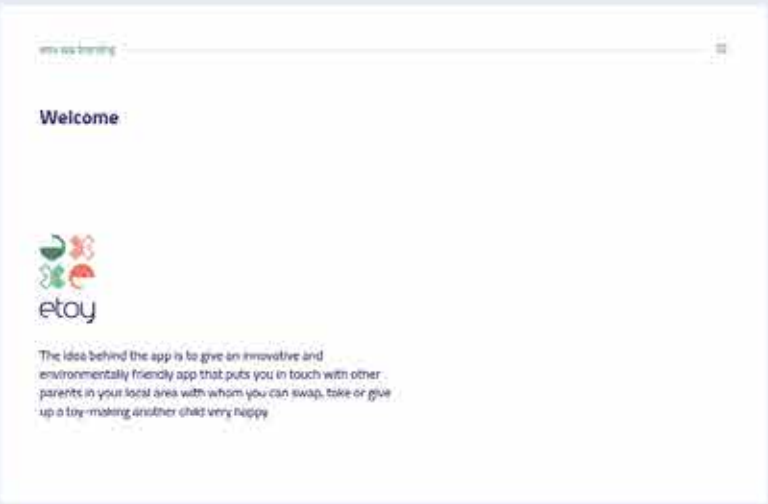
Branding solution

The logo was inspired by kid's toy shapes and blocks. The «e» letter from the logo name «eto» is rotated in the logo.

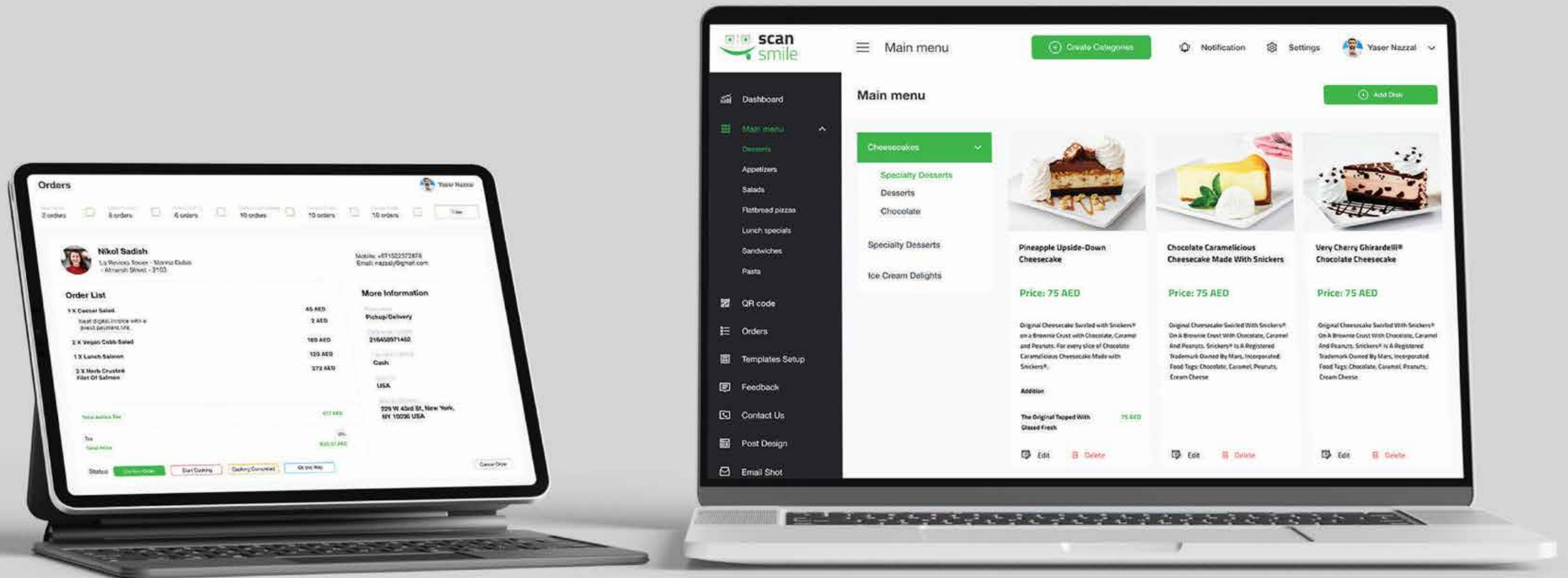
The logo is made up of four distinctive motifs that are duplicated to represent the app's swapping feature. Each icon has two parts: the «X» icon, which has an outlined half, and the filled icon, which is associated with solving a problem or filling in an empty area.

The second icon is the letter «e» rotated to represent the kid's stroller or the bag in which the toy will be stored. The outline areas are angled in a different direction to symbolize the fact that kids are constantly playing.





- Private Project



Scan Smile System - e-Menu food ordering system

Headquarters

Dubai - UAE

Industry

Food

Company size

5+

Known assets worth

\$500K

Deliverables

Discovery & Strategy

UX design

Branding

UI design

App development

Website development

Dashboard development

Link

[Scan Smile Website](#)

Project overview

Our e-menu food ordering system is a comprehensive customized system, it converts the paper menu to an e-menu, which is considered safe for the time being due to COVID 19, which is still ongoing, the e-menu can support all types of restaurants and cafes (small - medium - large) in all countries in any language, we provided QR Code, Website, e-menu app in one system.

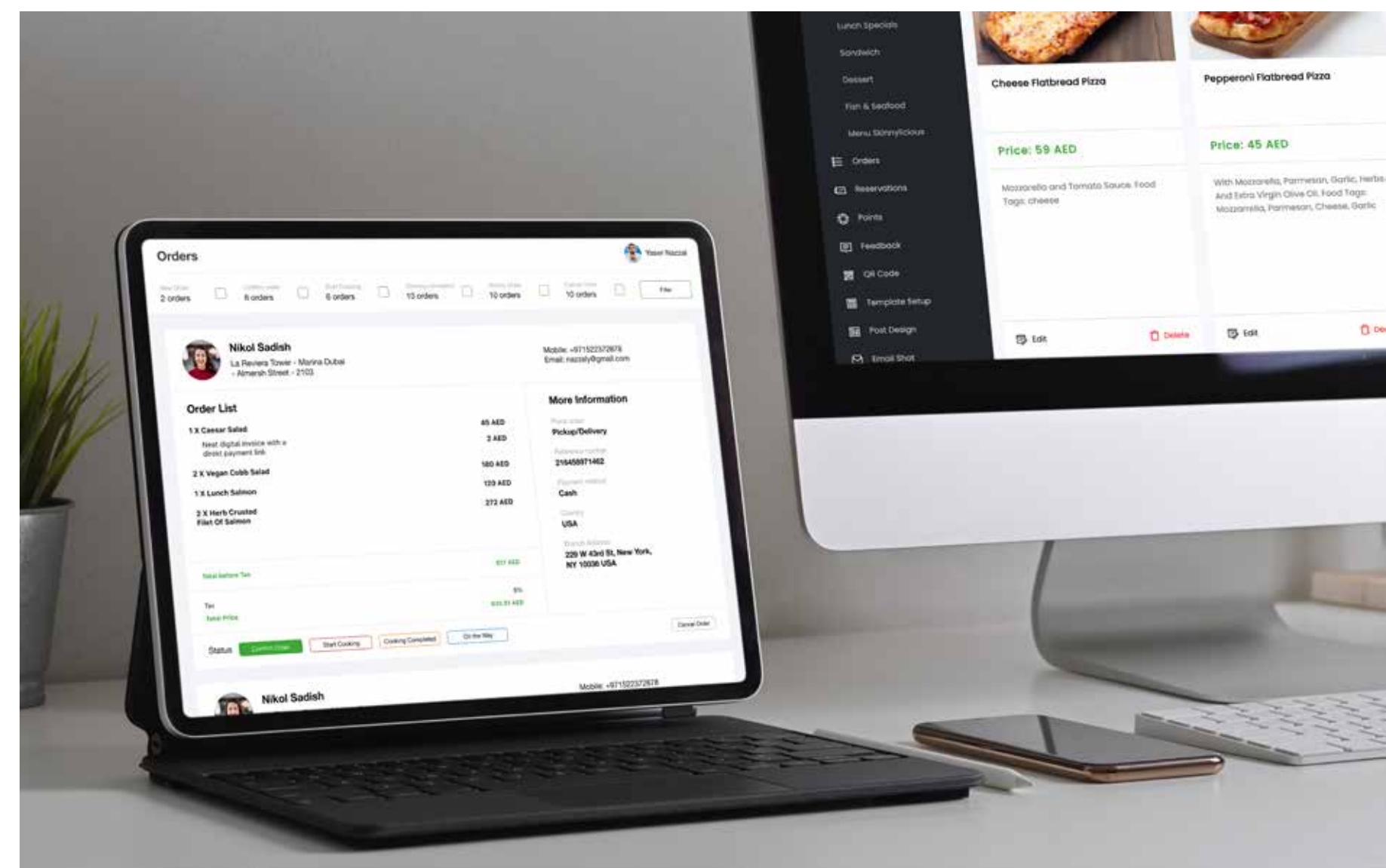
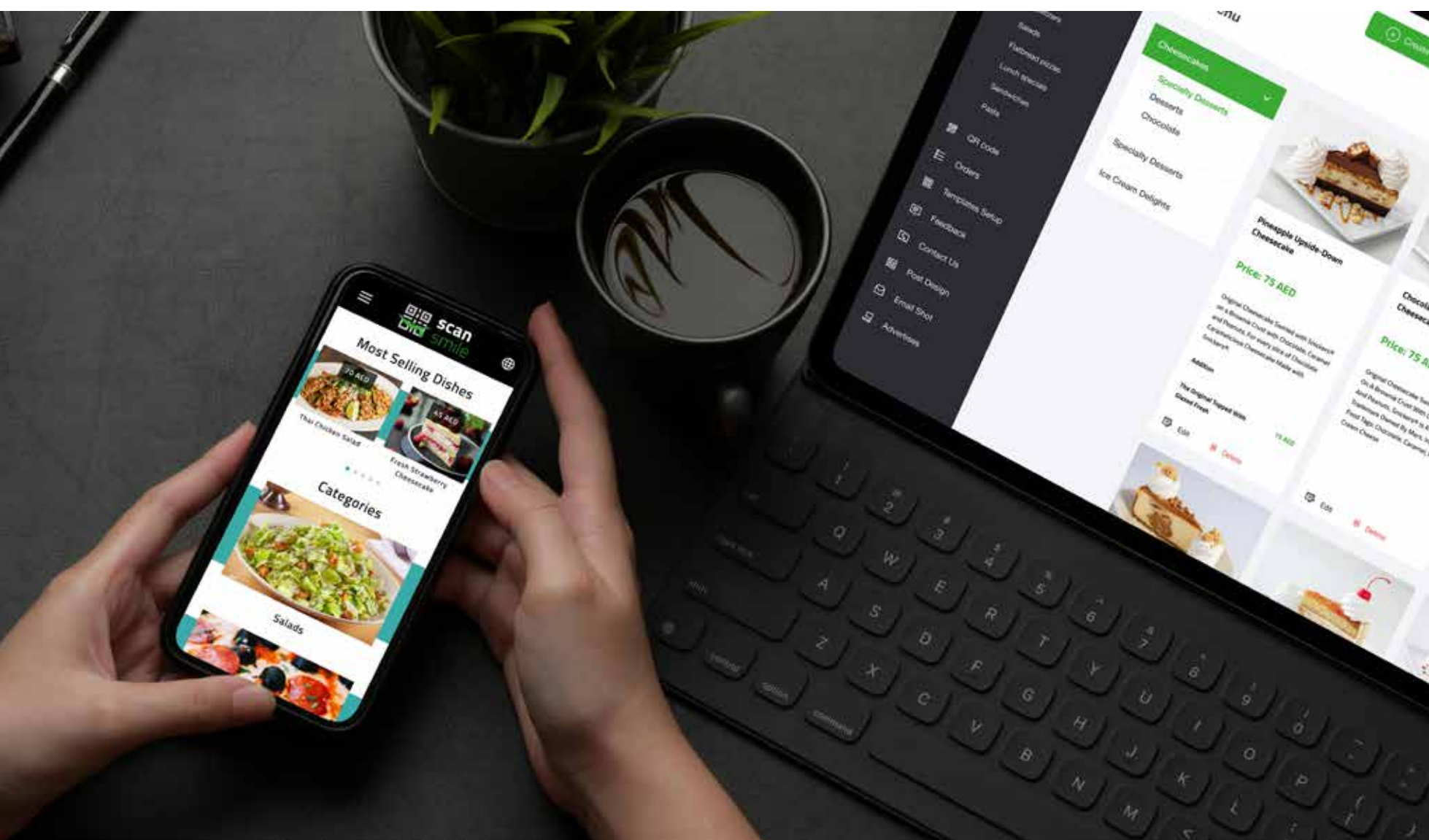
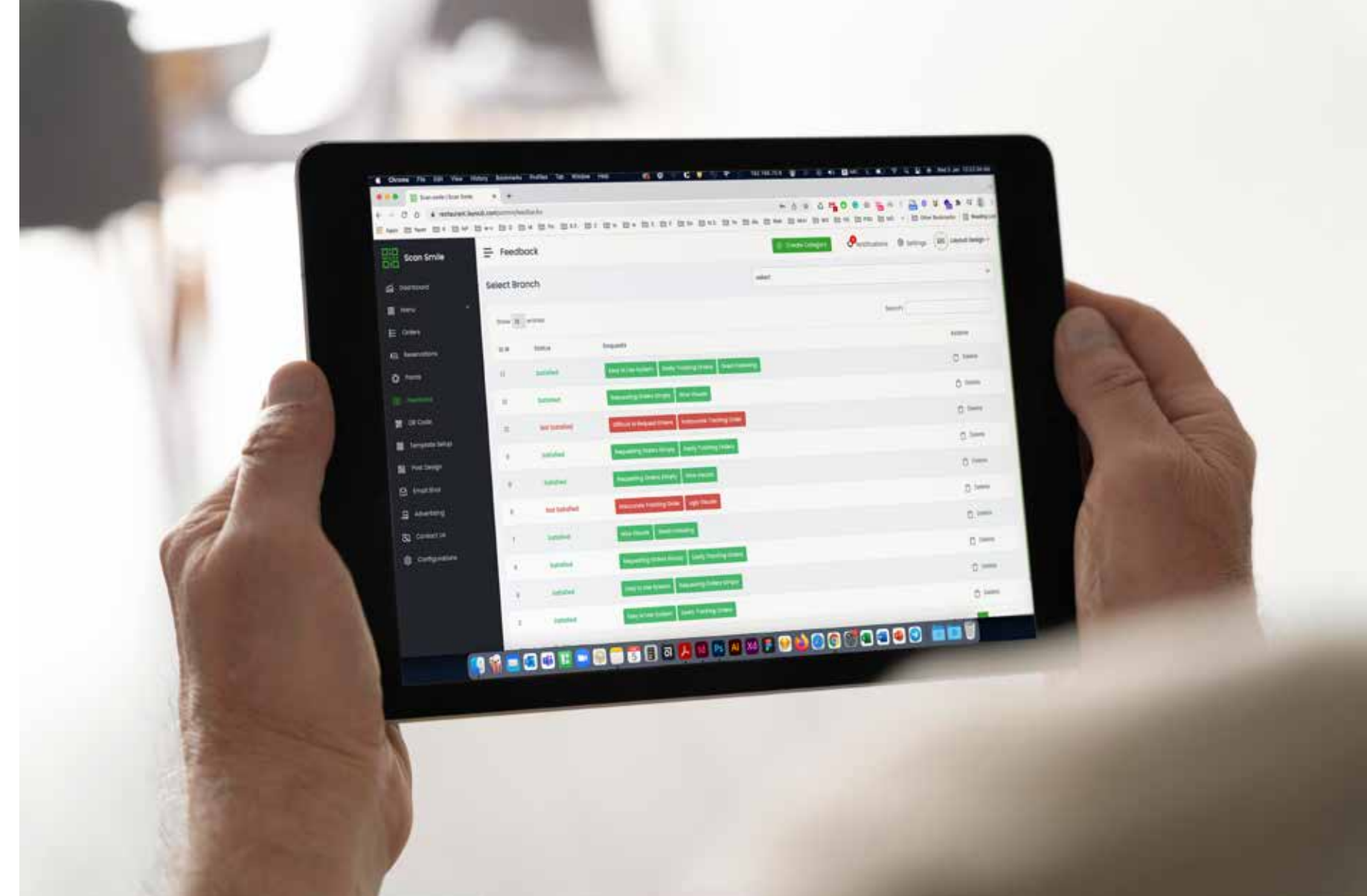
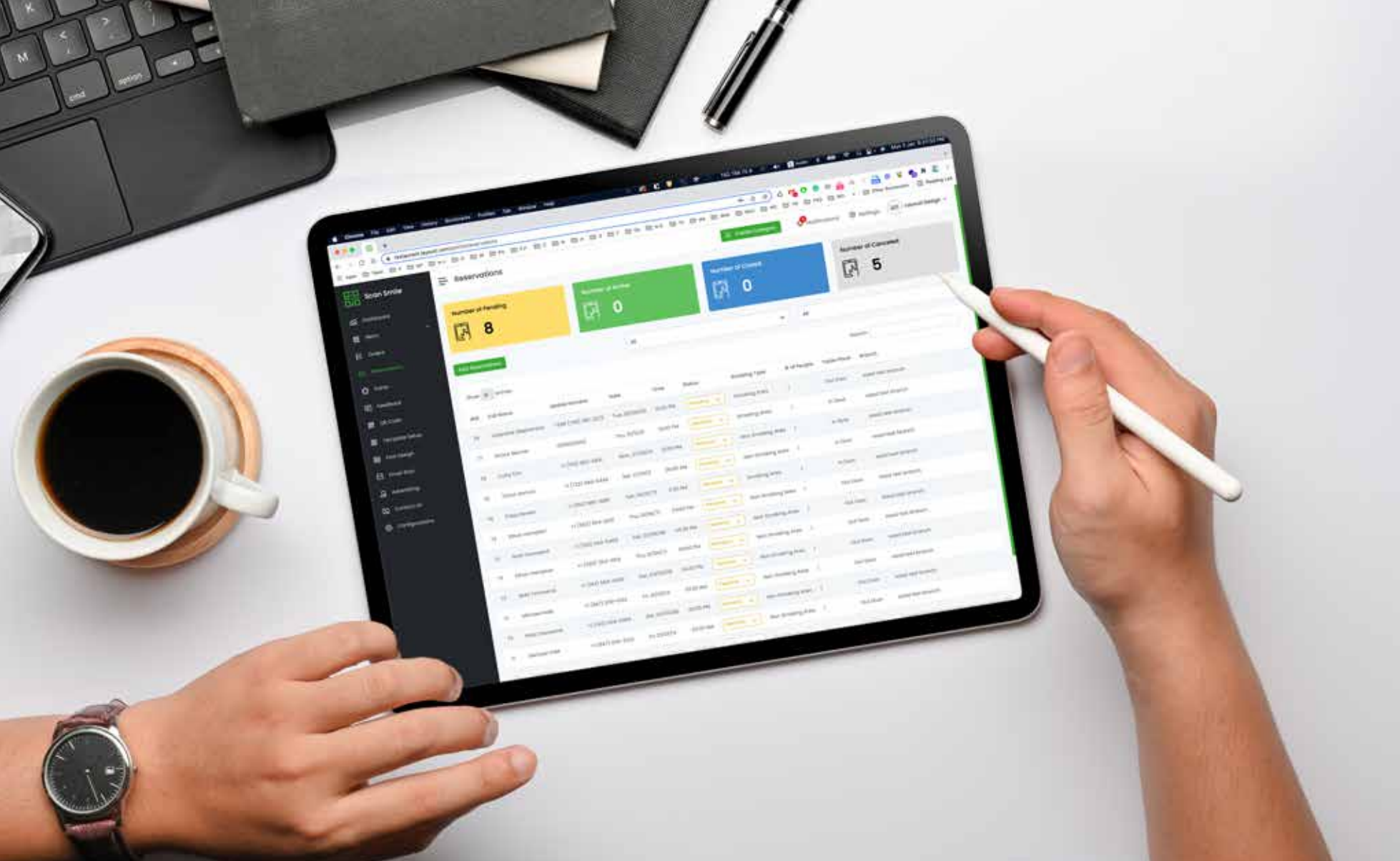
The challenge

The biggest challenge is to outperform competitors through design, highlighting features, ease, and speed of use, highlighting buttons and icons to increase positive interaction with users.

The menu system is a comprehensive system for restaurant bookings, ordering orders, in addition to a special section for accounts for branches and the most important tracking statistics for the customer's requests. All of these are intricate aspects that we must convey seamlessly in the design so that the consumer and user can grasp them quickly.

The solution

After thoroughly researching the industry and rivals, an easy, fast, usable application has been designed with all the consistency requirements. In addition to highlighting features with appropriate buttons and icons to enhance interaction, and the usage of designs that excite the user's appetite.

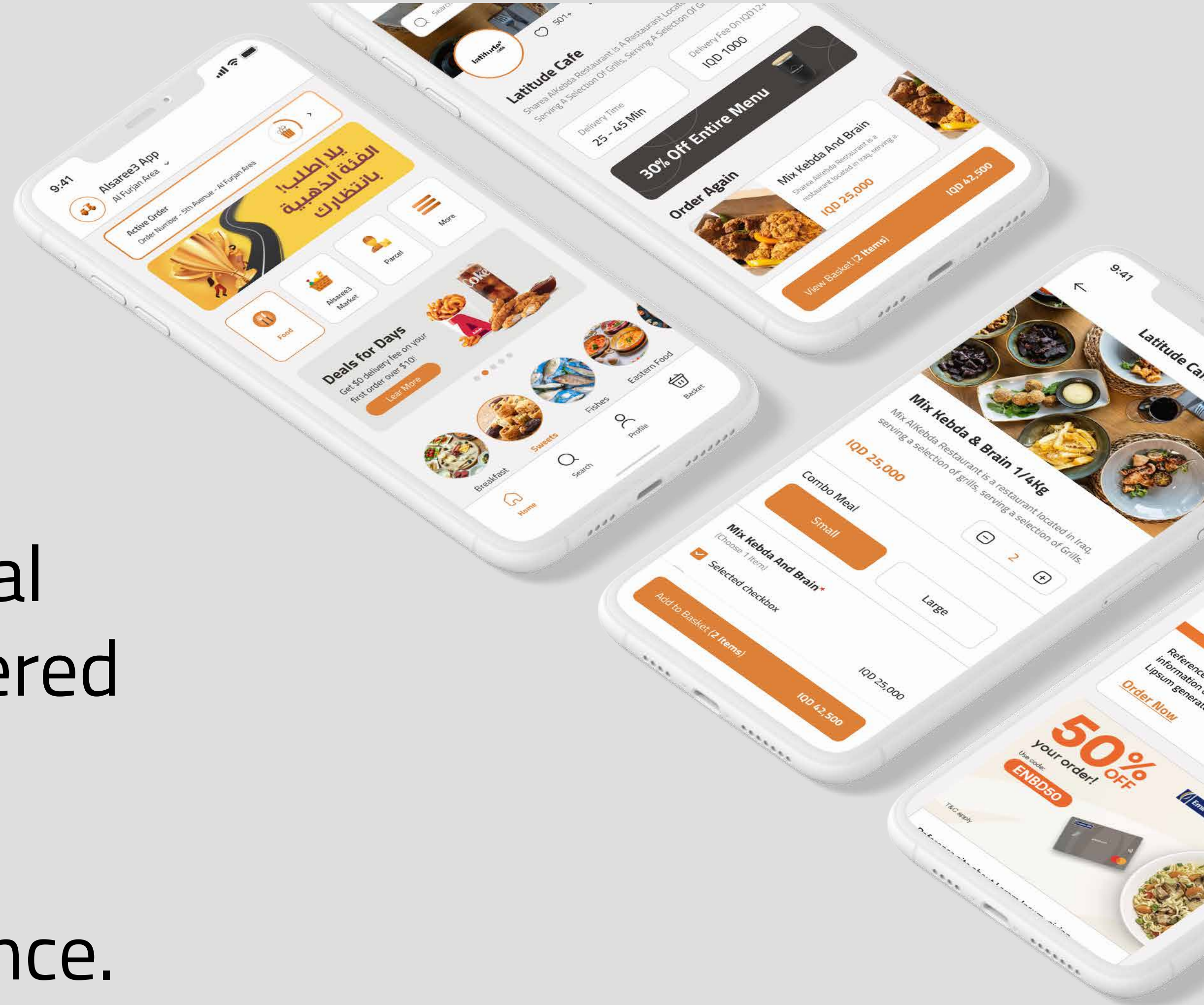


My Portfolio

Work - Other Projects

Alsaree3 App - Atbaq Al Deira

Your favorite meal
may now be ordered
from a variety of
restaurants and
delivered all at once.



Headquarters

Iraq

Industry

Hospitality

Company size

30+

Deliverables

Concept

Discovery & Strategy

UX design

UI design

About the project

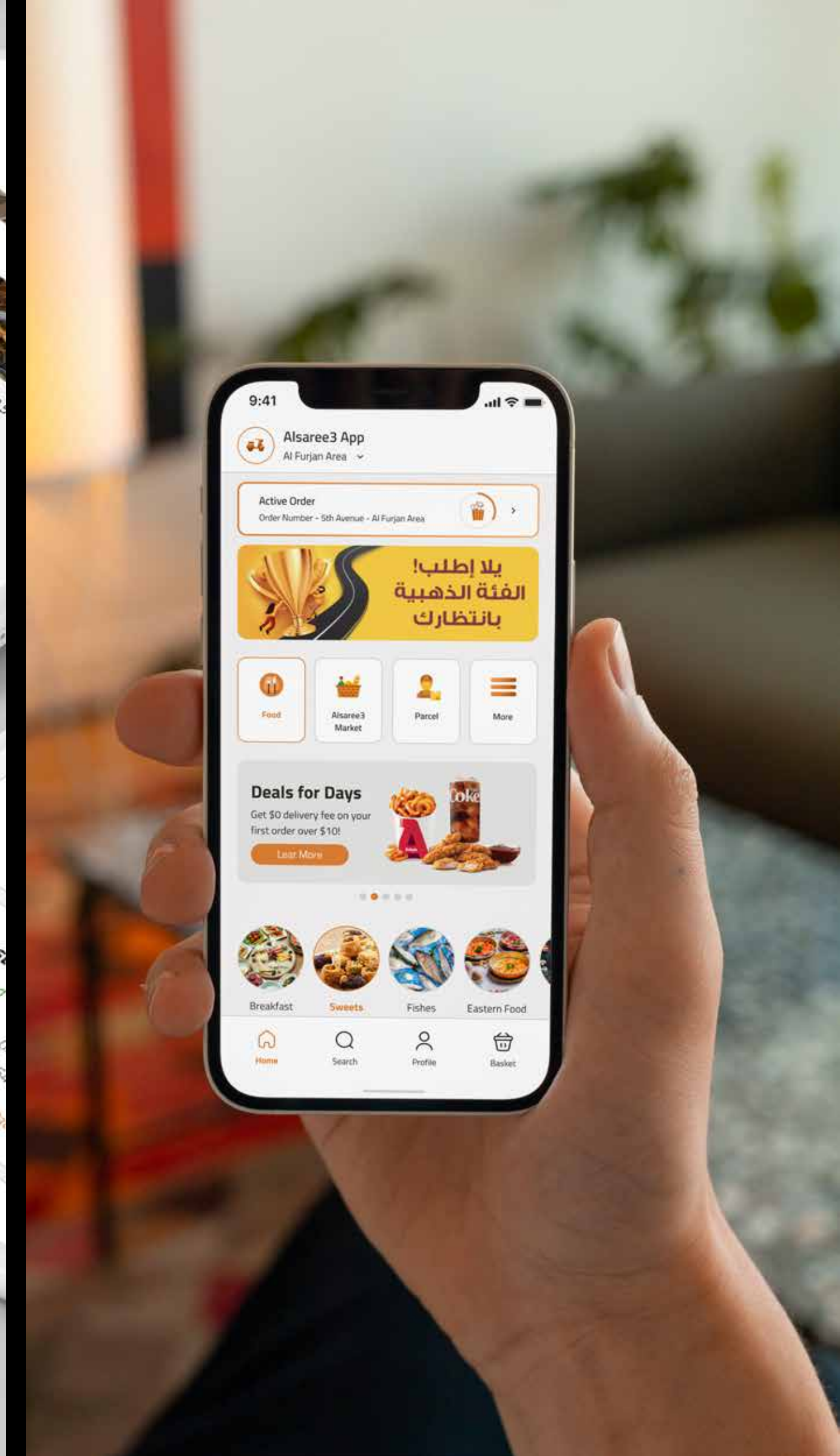
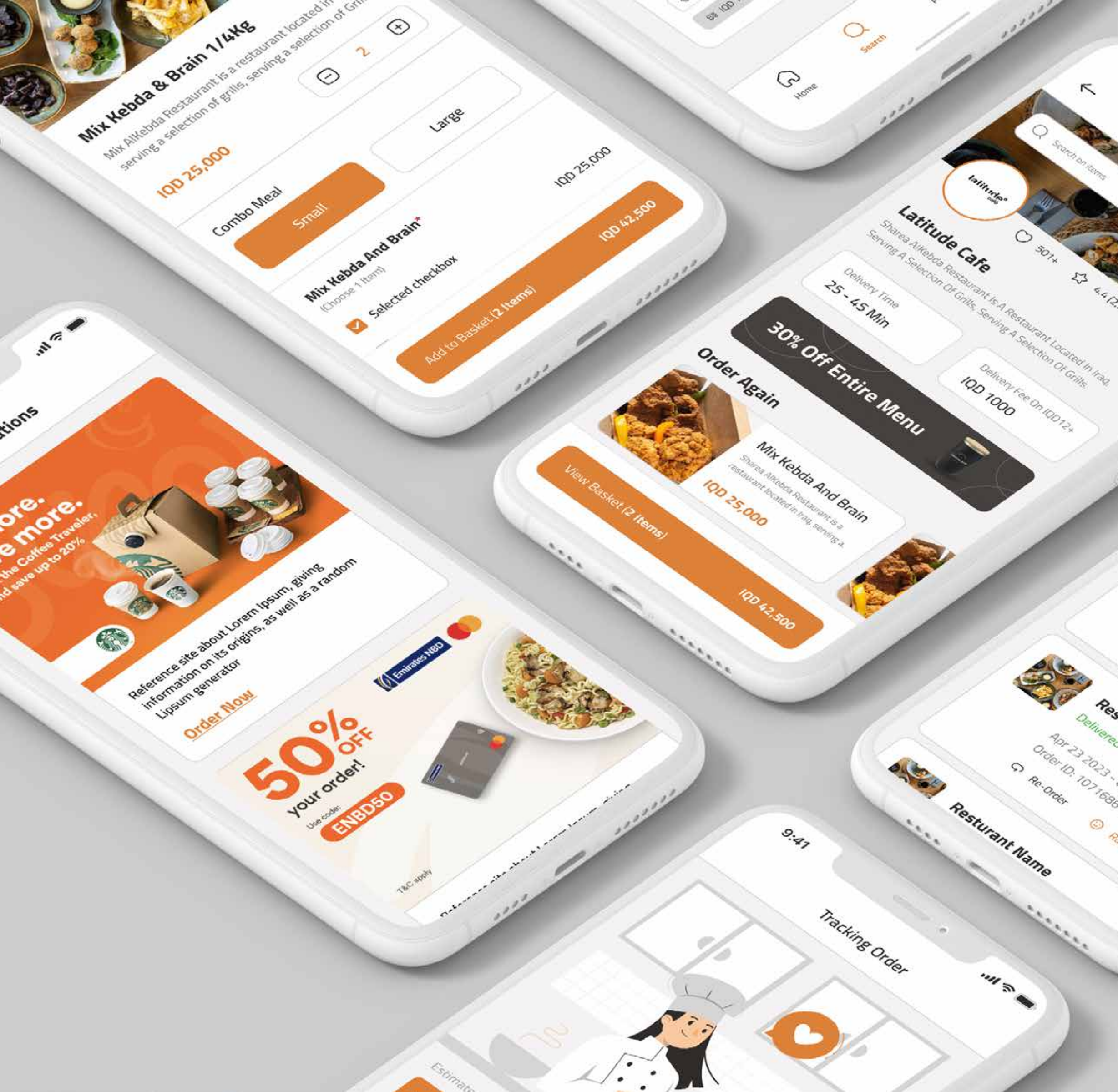
Alsaree3 is a Food delivery service application for homes and businesses to any location with multiple restaurants available at once. You can now order your favorite meal from a number of restaurants and have it delivered at once for one delivery fee. The application aims to help communities and restaurants without delivery services. You don't have to go to the restaurant now because it's your home.

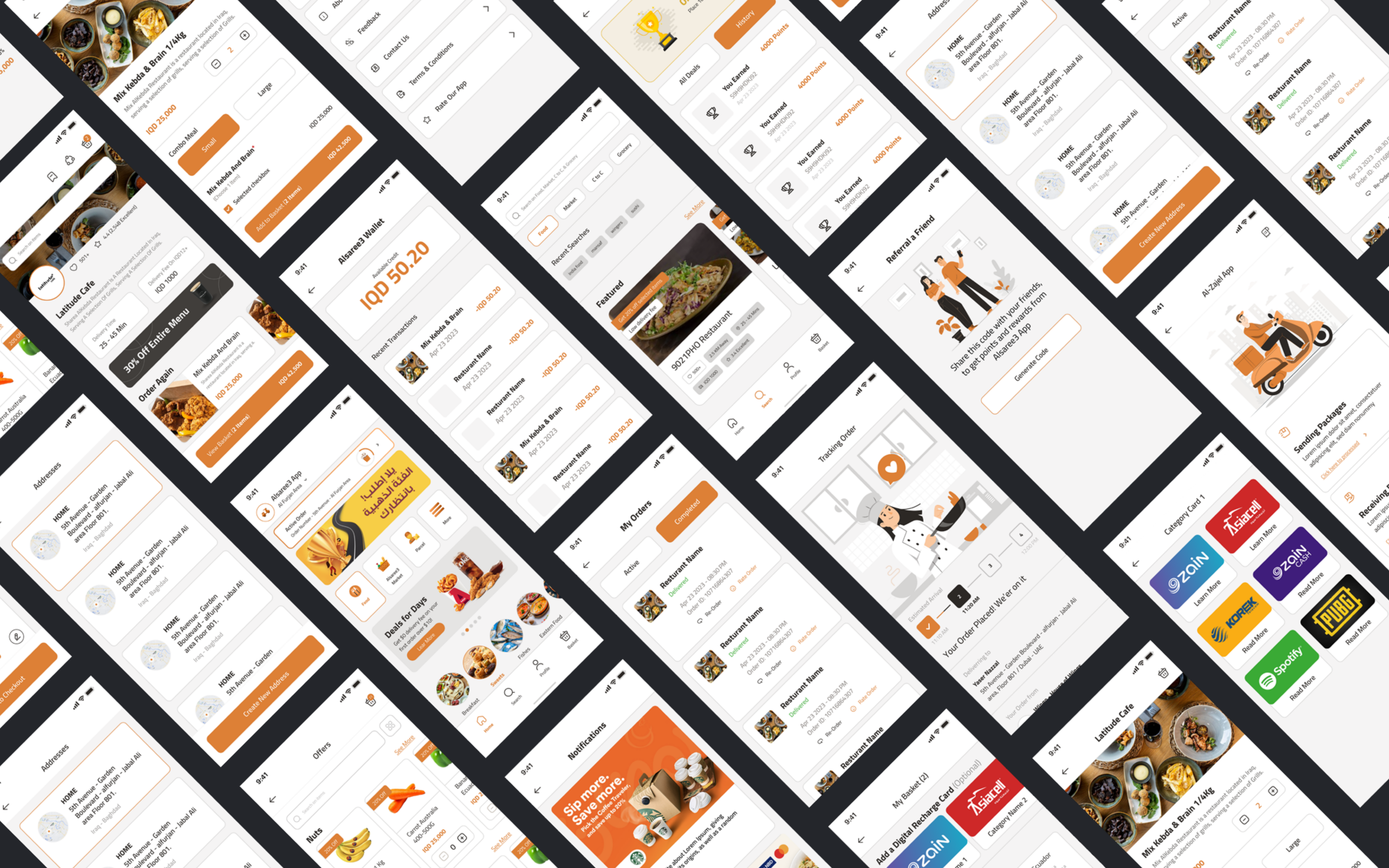
Challenge

The application is hugely used by different ages, in addition to the dashboard to which restaurants are added. Therefore, we have to design a clear application for all ages, fast, calm colors, and a large part of pictures to show pictures of dishes, foods, and sandwiches easily and clearly to preserve customers' time because the customer uses the application to complete the order quickly, so we must take into account that.

Solution

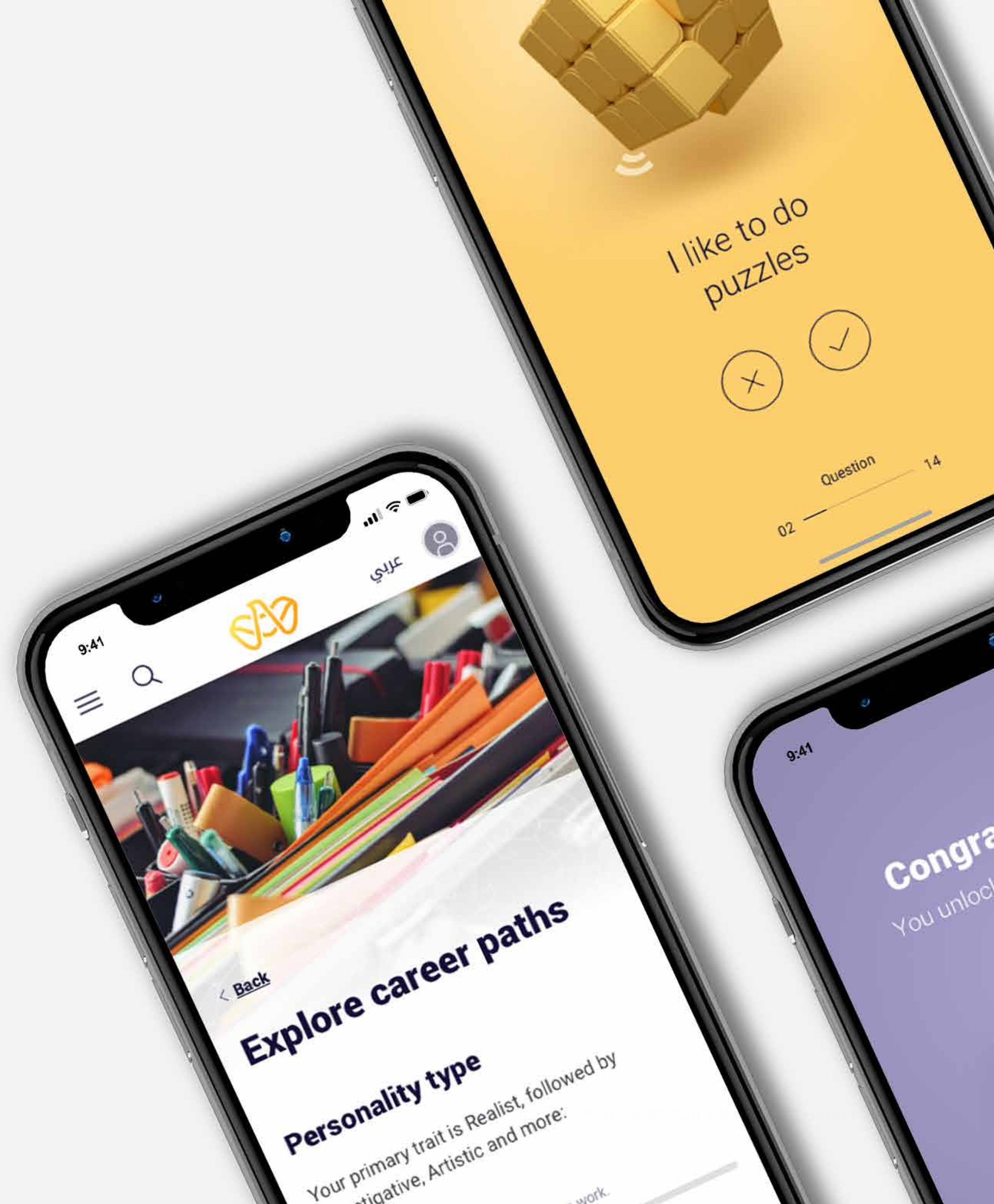
The application was launched according to the customer's expectations, in accordance with the brand's colors and preserving the identity. The application is also designed with many pages that are governed by the ease of navigation between them and the speed of access to the request. We also adopted the use of clear fonts in order to suit the older ages and not disturb the youth.





TAMM Abu Dhabi

Get Career Advice -
Proven methods for
getting career advice
that is extremely
helpful to you



Headquarters

Abu Dhabi - UAE

Industry

Education

Company size

60+

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Link

TAMM Abu Dhabi

About the project

Career guidance is an Emirati application that targets Emirati citizens, mainly students aged 4 to 18. Its goal is to empower students to the best fields of study for their personalities through experimented examinations for societal growth.

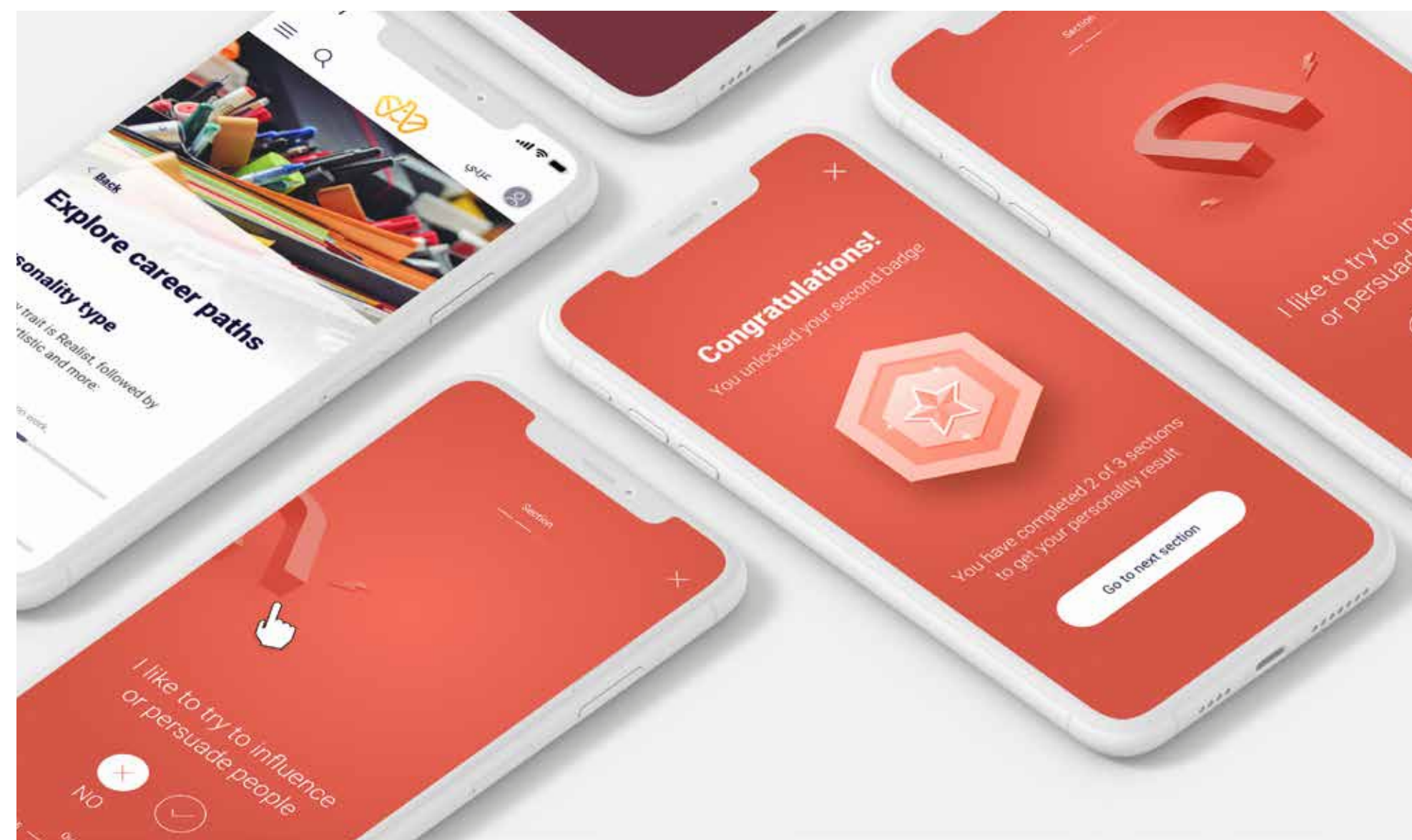
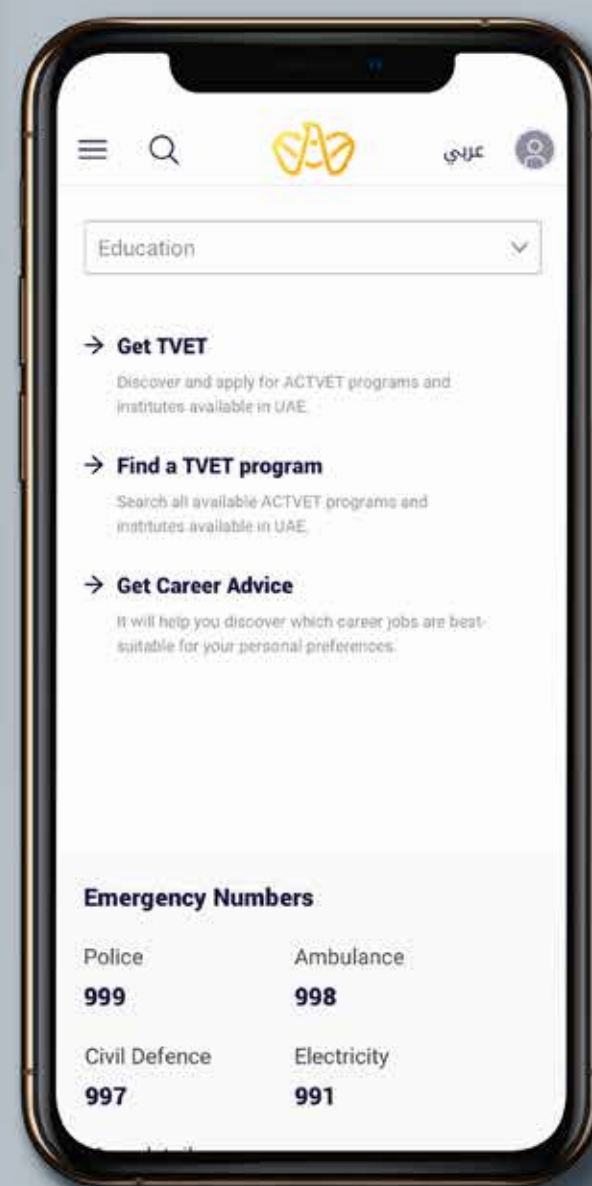
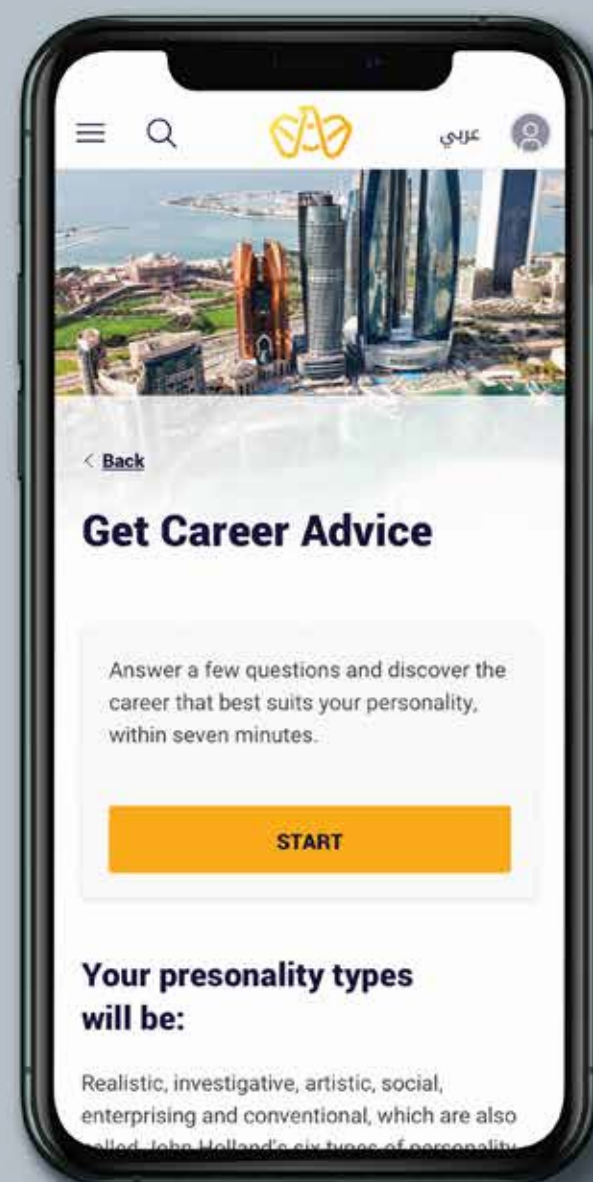
Career Advice application's concept did not operate well in the UAE, as we discovered through my UX research and analysis. Here's what I was charged with results as well.

Task Description

I was tasked with meticulously researching the user experience as well as providing a concept design for the project so that stakeholders could imagine it.

UX Research

The initial step in each project is to investigate the user experience, which is used to assess the project's success rate. It should be mentioned that this study was conducted in perfect confidentiality, as a random sample of users was interviewed to determine their need for the project idea, and the results were as follows.





Result

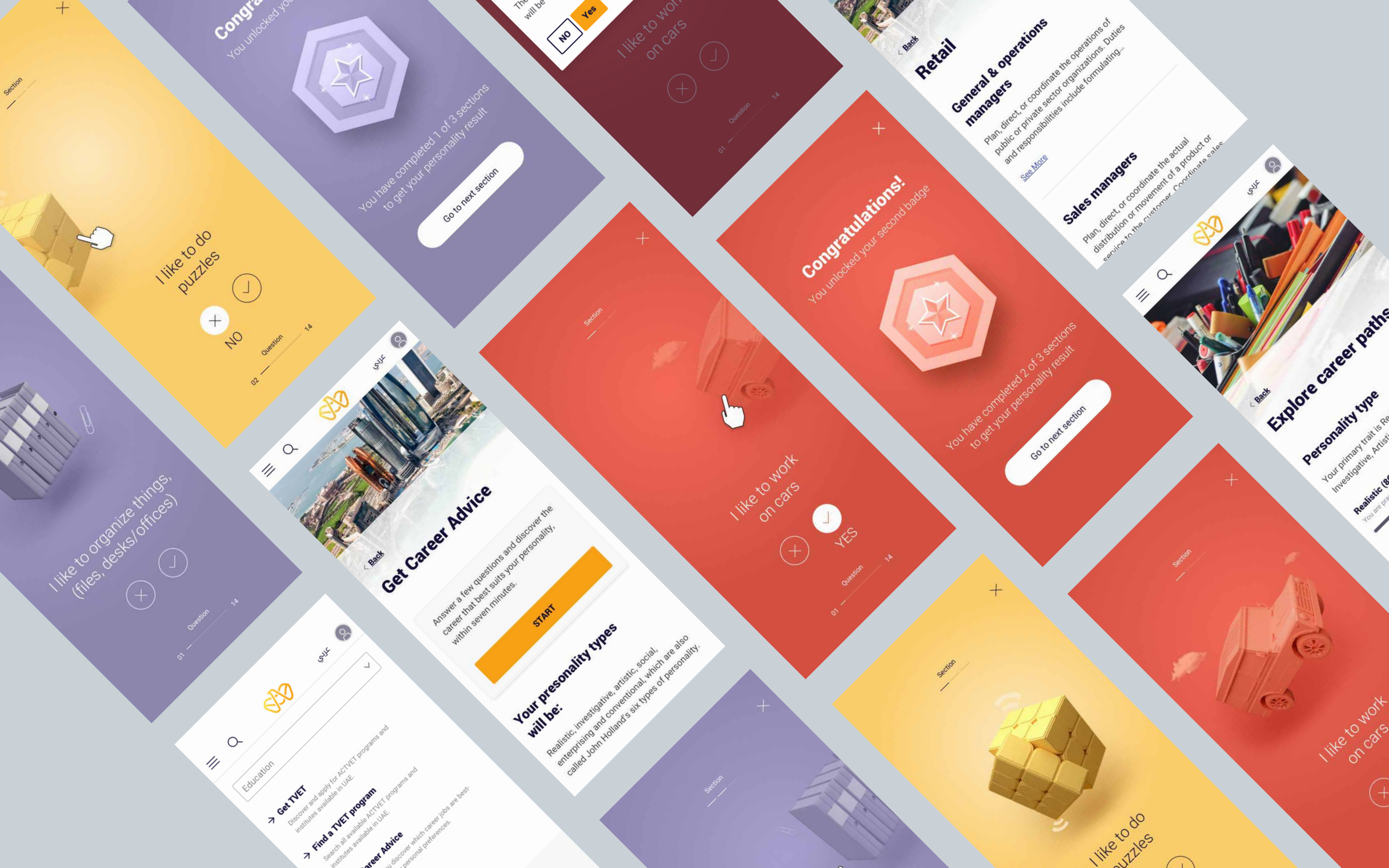
I research and analysis ensured the collapse of the project in the Emirates. According to UX Research, 50% of Emirati students join the army shortly after finishing their schooling. Because of a lack of money and riches from their parents. Another 25% of students in Emarat didn't finish their education due to their parents' wealth, feeling that school would not assist them because jobs and money were available.

The final 25% of students are those who continued their studies after graduating from university and applied for postgraduate. Of course, they are a very small percentage to rely on them to develop an application.

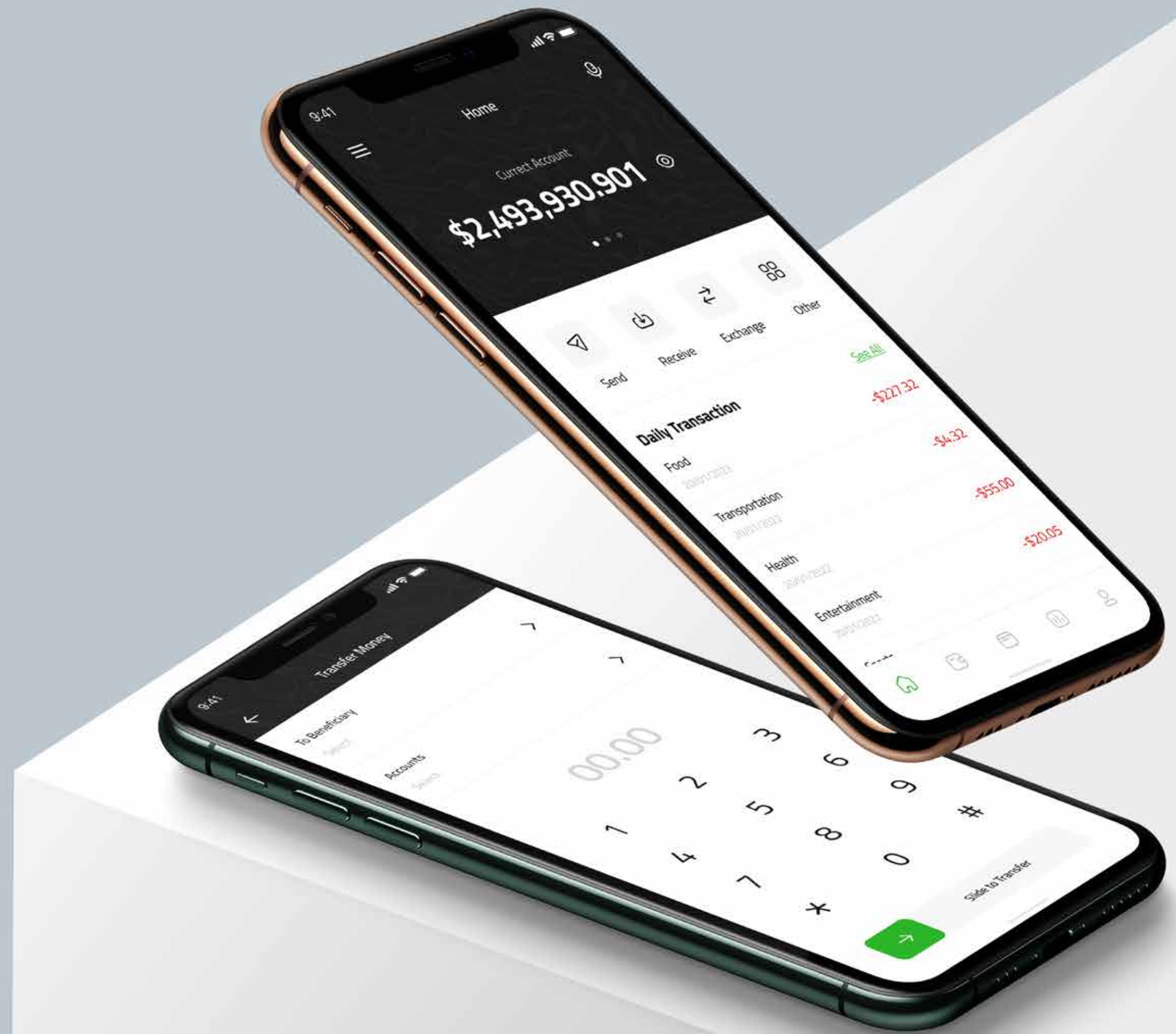
Our analyses and data collection revealed that 85% of educated students in the UAE are female, which surprised us because the percentage is unexpected. As for the 15%, they belong to males.

An interactive design

The Career Advice application targets a sensitive age range from 5 to 18 years. Therefore, it is preferred to provide an interactive design that incorporates several features that require student interaction. These components include acceptance and rejection buttons, interactive icons, a request to skip to the top, and other elements that break up the student's boredom and make it more usable.



Layoutipay - Do not go to the bank... The bank is coming to you



Headquarters

Dubai - UAE

Industry

Financial

Company size

6+

Known assets worth

\$1M

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Link

Coming Soon App

Client situation

the designs always a solution to a problem that people suffer from, this design is inspired by the speed of life and the abundance of human concerns. It has become difficult to visit banks and governments to pay requirements such as bills, etc., and it is not necessary to go to the bank specifically to transfer or receive money.

The application came to solve this crisis and serve as your electronic wallet through which you can transfer money, pay bills, buy something, withdraw money. A zip wallet in your pocket takes up no space but gets more done.

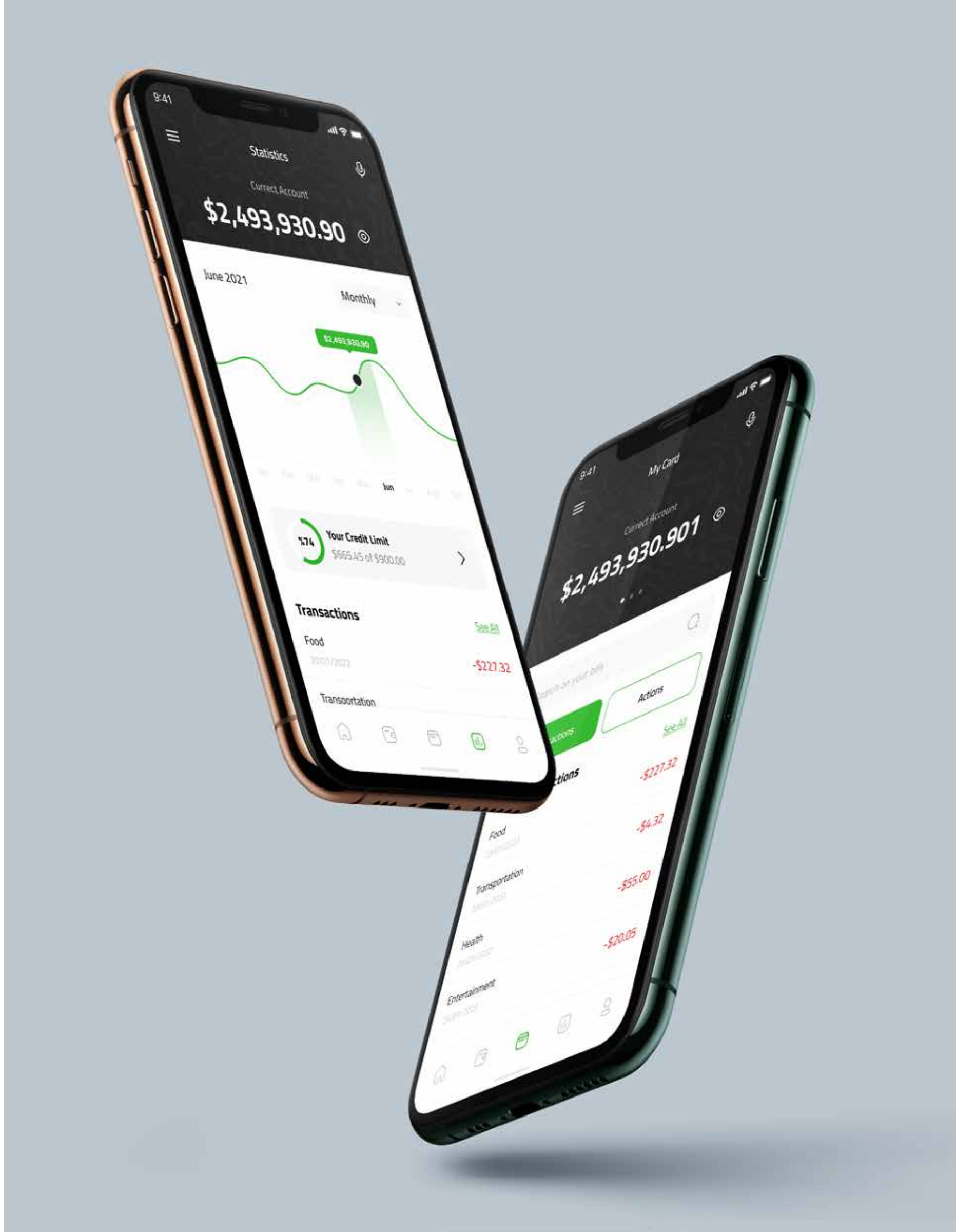
The challenge

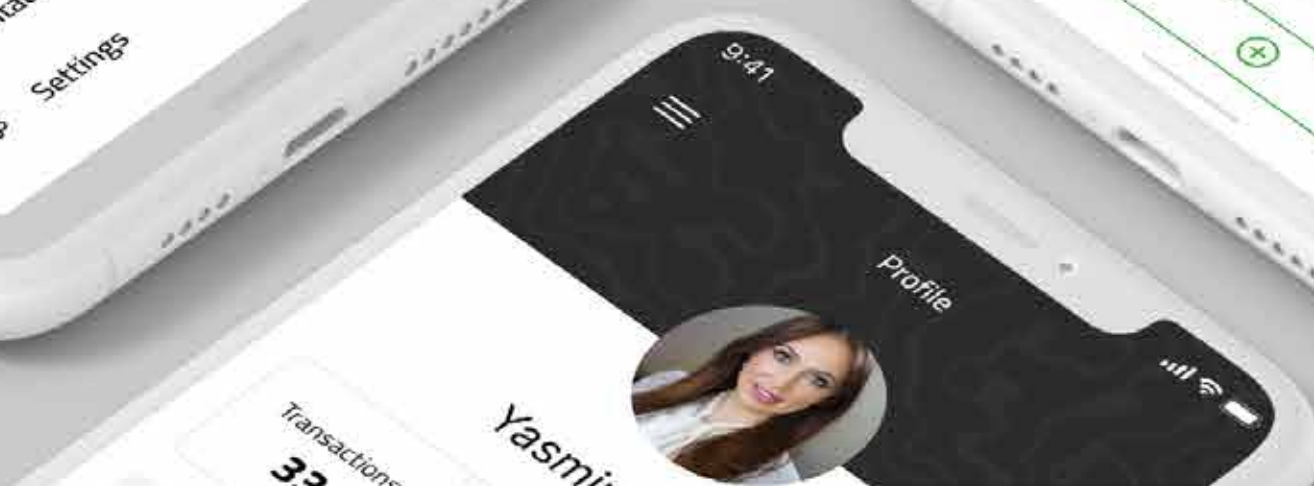
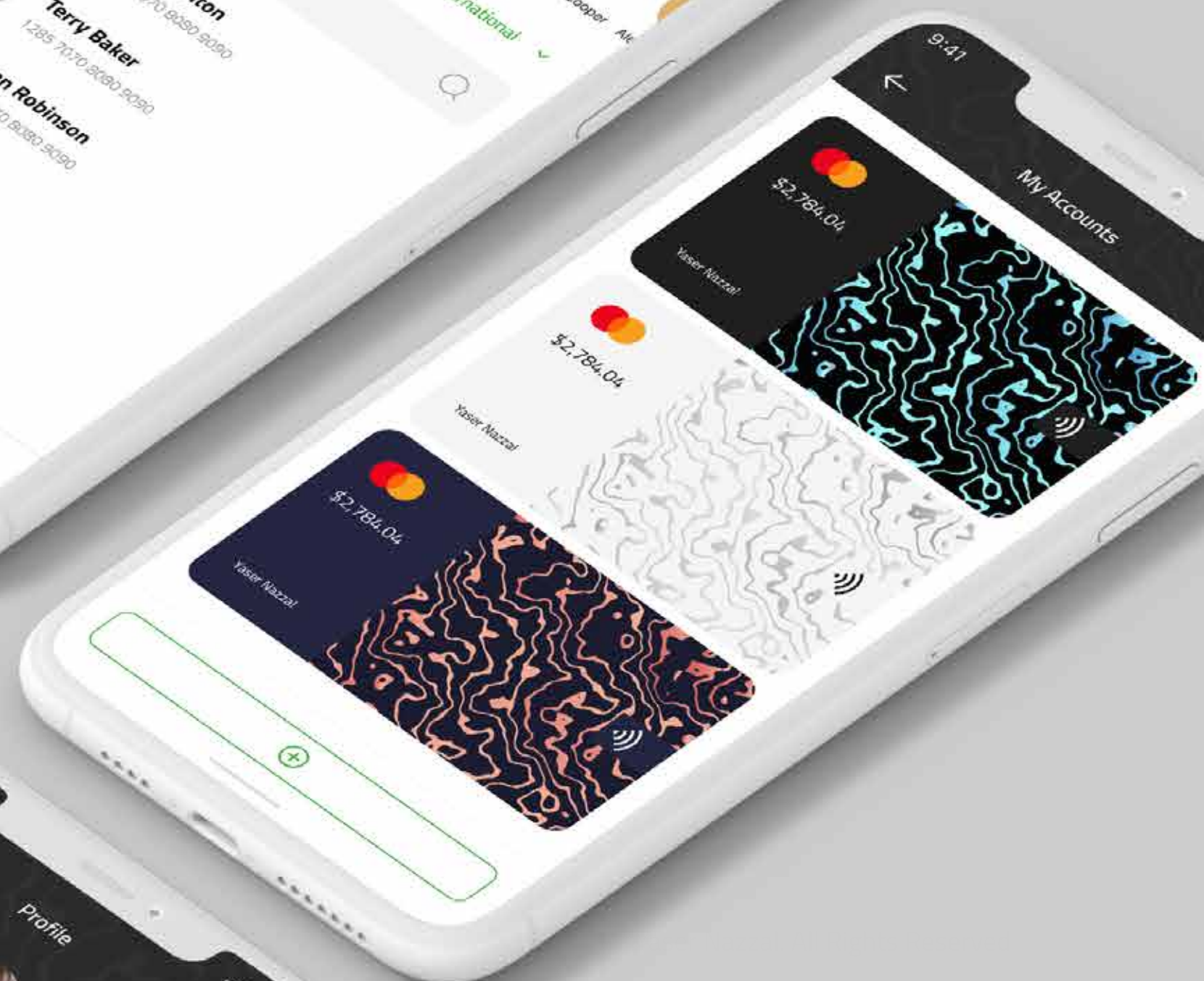
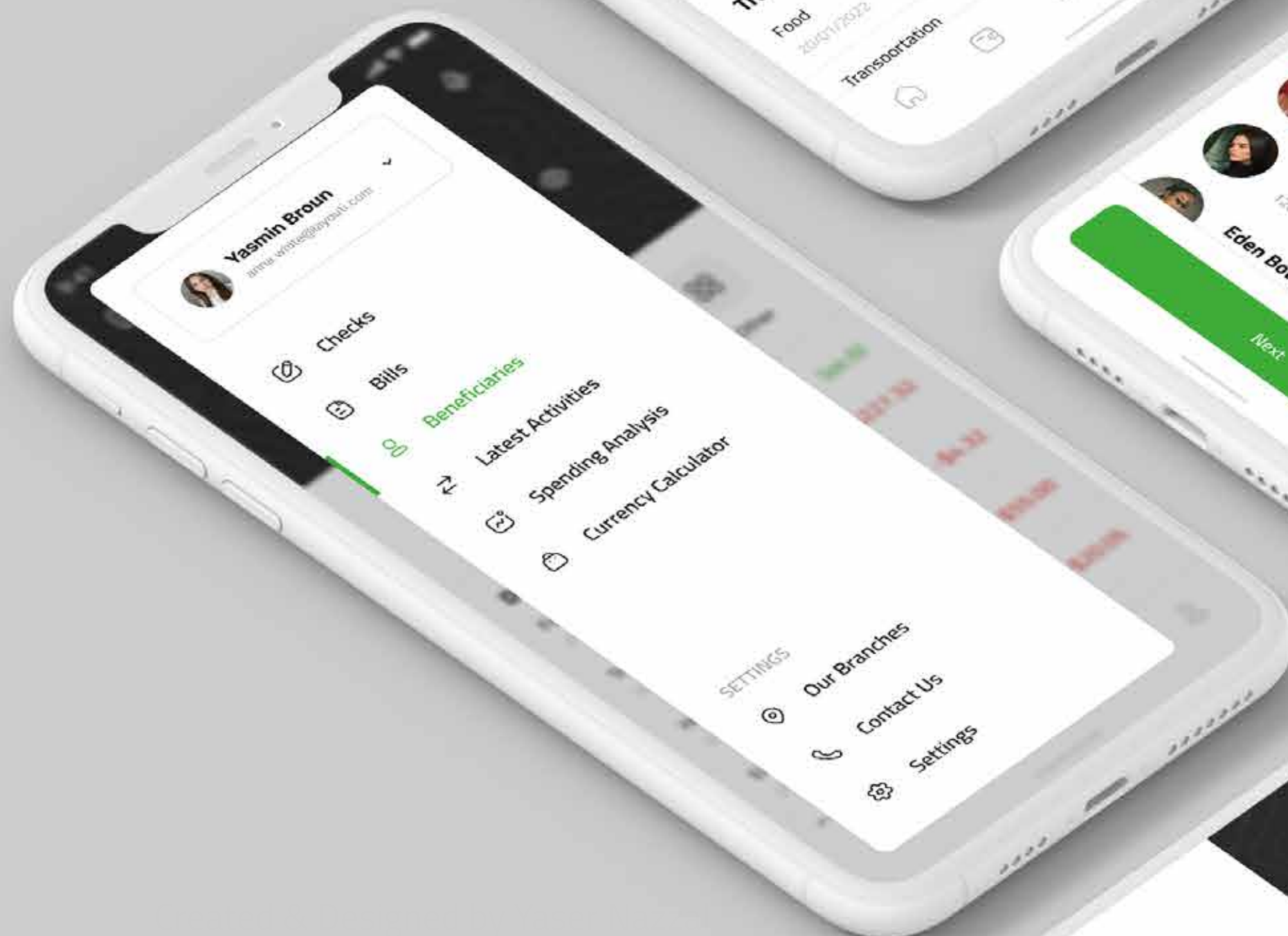
I am constantly confronted with problems that we are attempting to solve. Although this design was only a field challenge, I was able to prove our theory of greatness through perseverance and hard work.

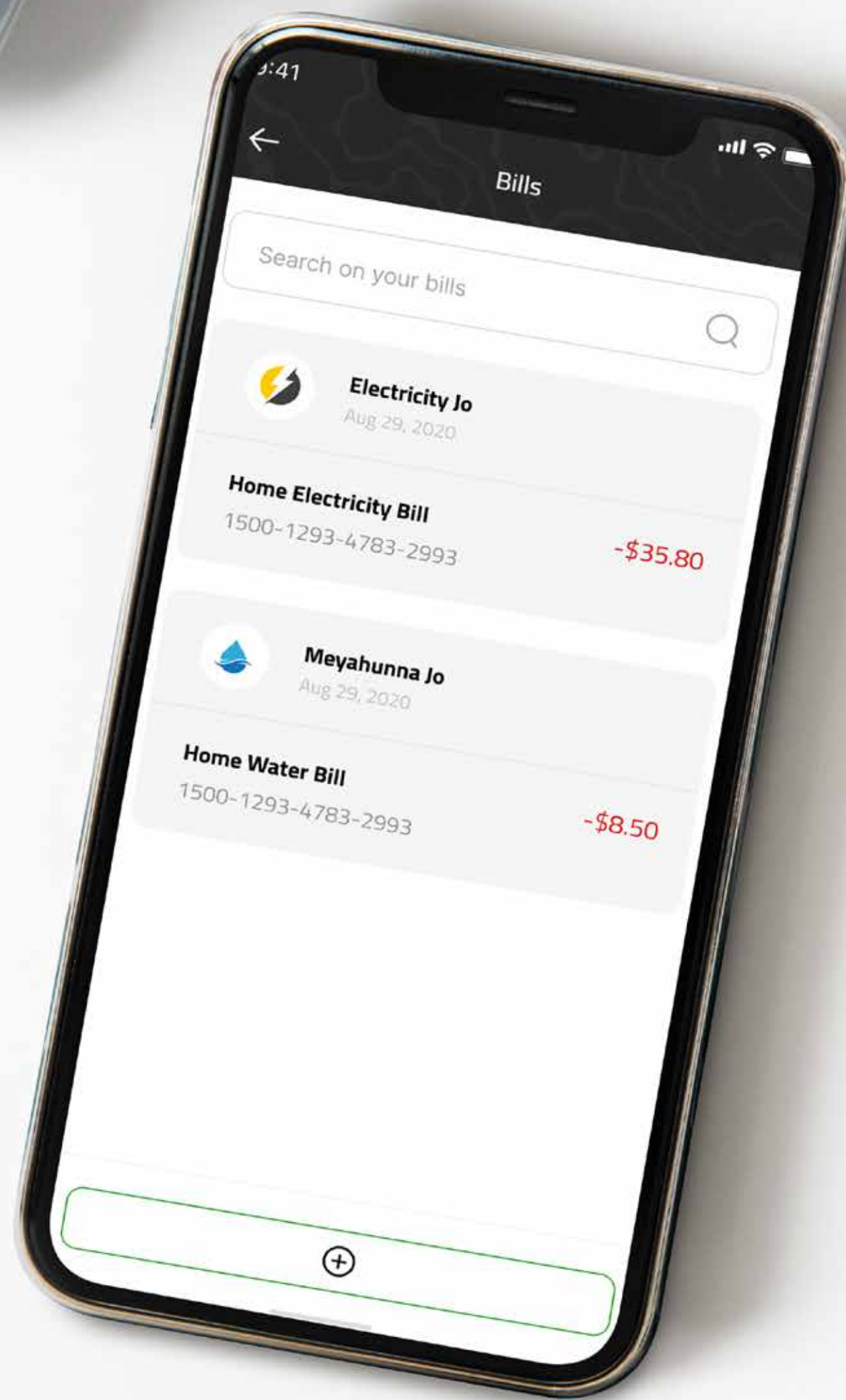
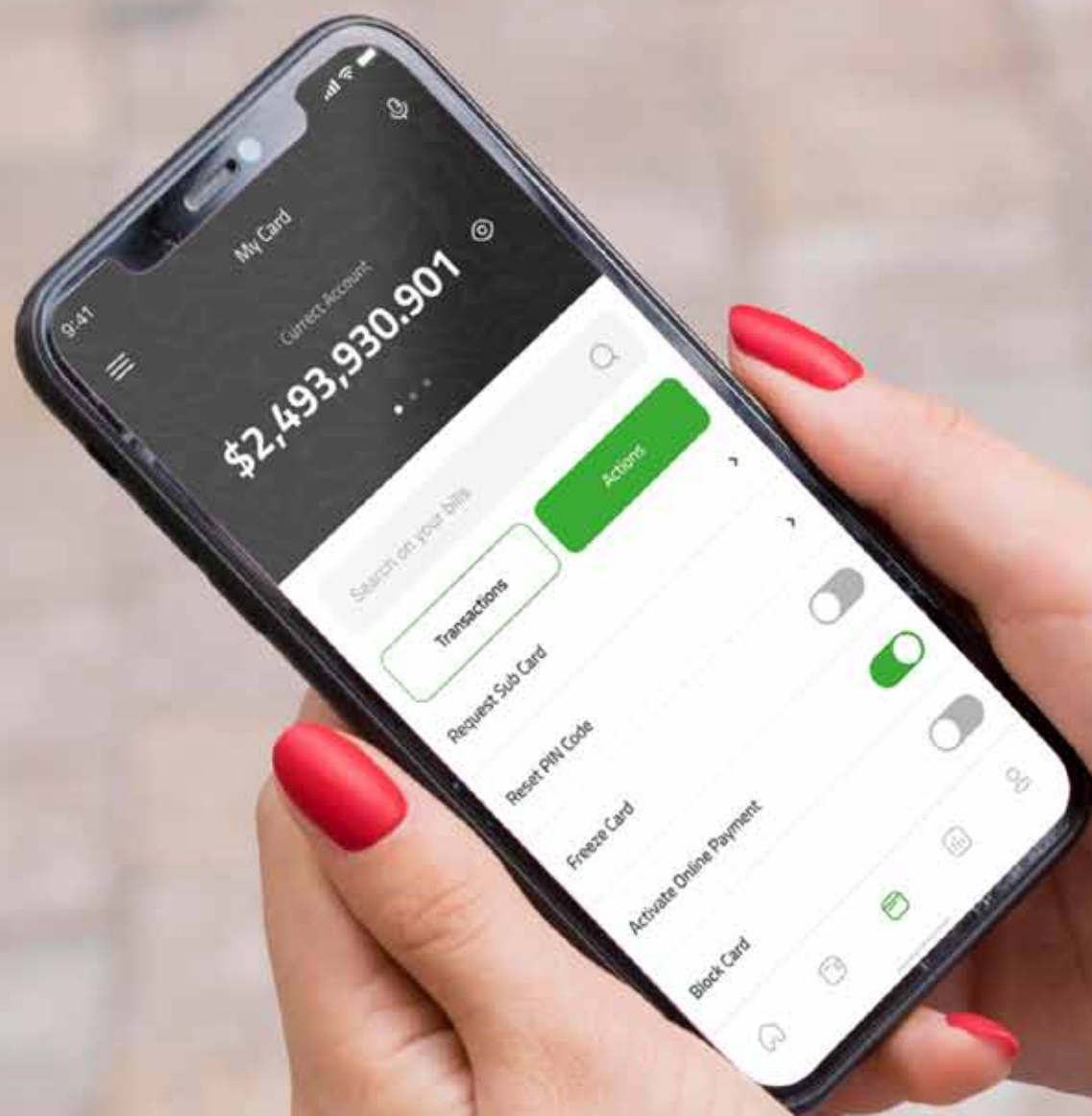
The solution

The ultimate goal of the Retail Bank app is to save customers' time while minimizing bank staff time spent on simple transactions that can be completed through the bank application. The role of design in establishing trust and loyalty between the client and the application cannot be overstated.

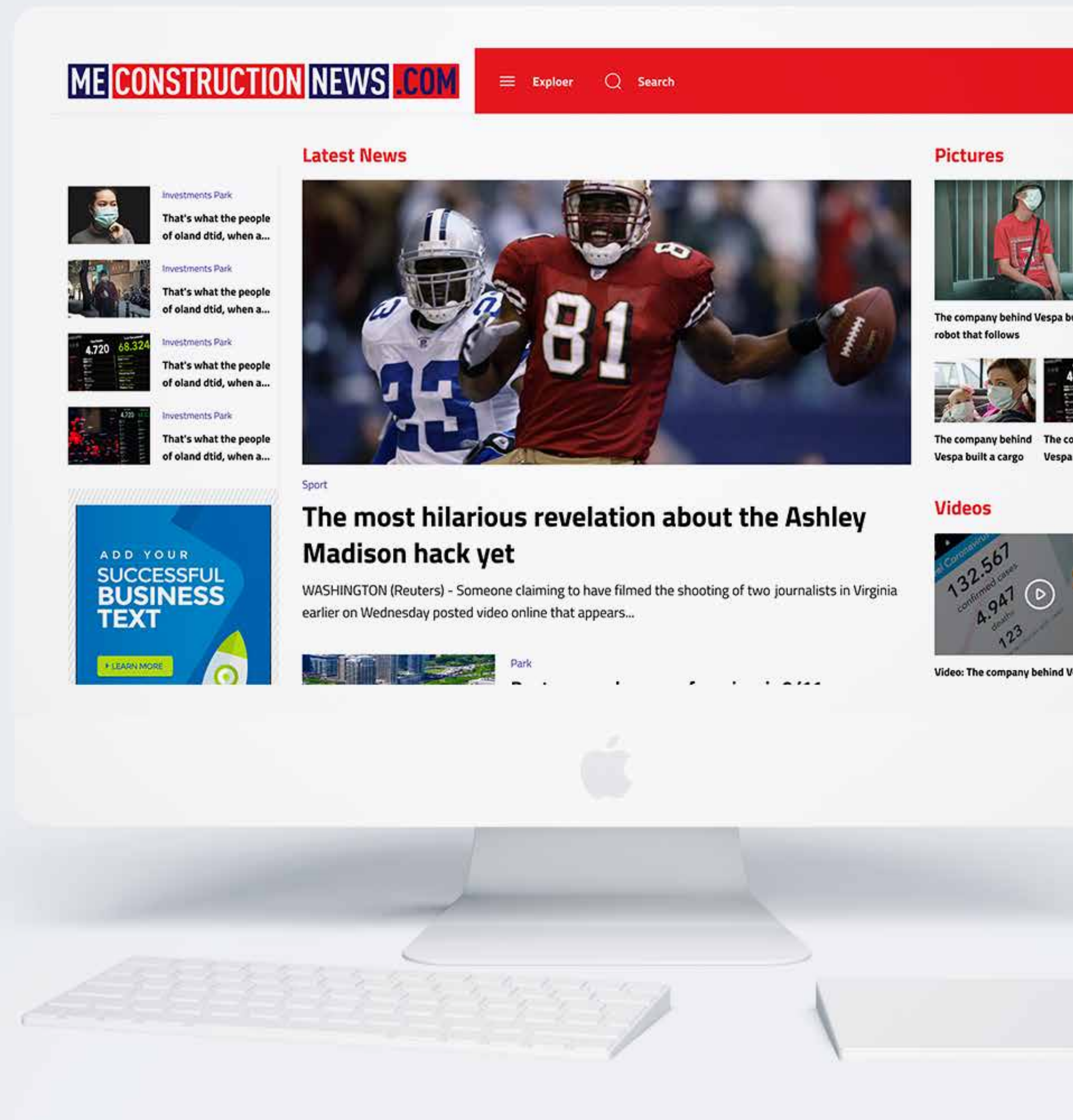
The simpler the design while maintaining high quality, the greater the client's trust. The app serves as your electronic wallet, allowing you to make purchases, pay bills, and transfer funds. Because it is the advanced version of your default wallet, treat it as such.







Me Construction News - All the latest construction field news in the Middle East in the palm of your hand



Headquarters

Dubai - UAE

Industry

News

Company size

12+

Known assets worth

\$ 500K

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Link

[Me Construction News](#)

Client situation

Me Construction is a Middle Eastern construction sector news website. It is one of the most reputable sites in the Middle East, as it is updated daily with news, interviews, senior expert perspectives, and videos. What was asked of us was to create an interactive website with clear categorization.

The challenge

Me Construction News addresses business people and those interested in the construction field; the task was to produce a clear, helpful, and easy-to-use design that is quick to use for businessmen who do not have the time to browse. To promote a favorable user experience, the site's parts have been professionally separated into news, videos, interviews, and other sections.

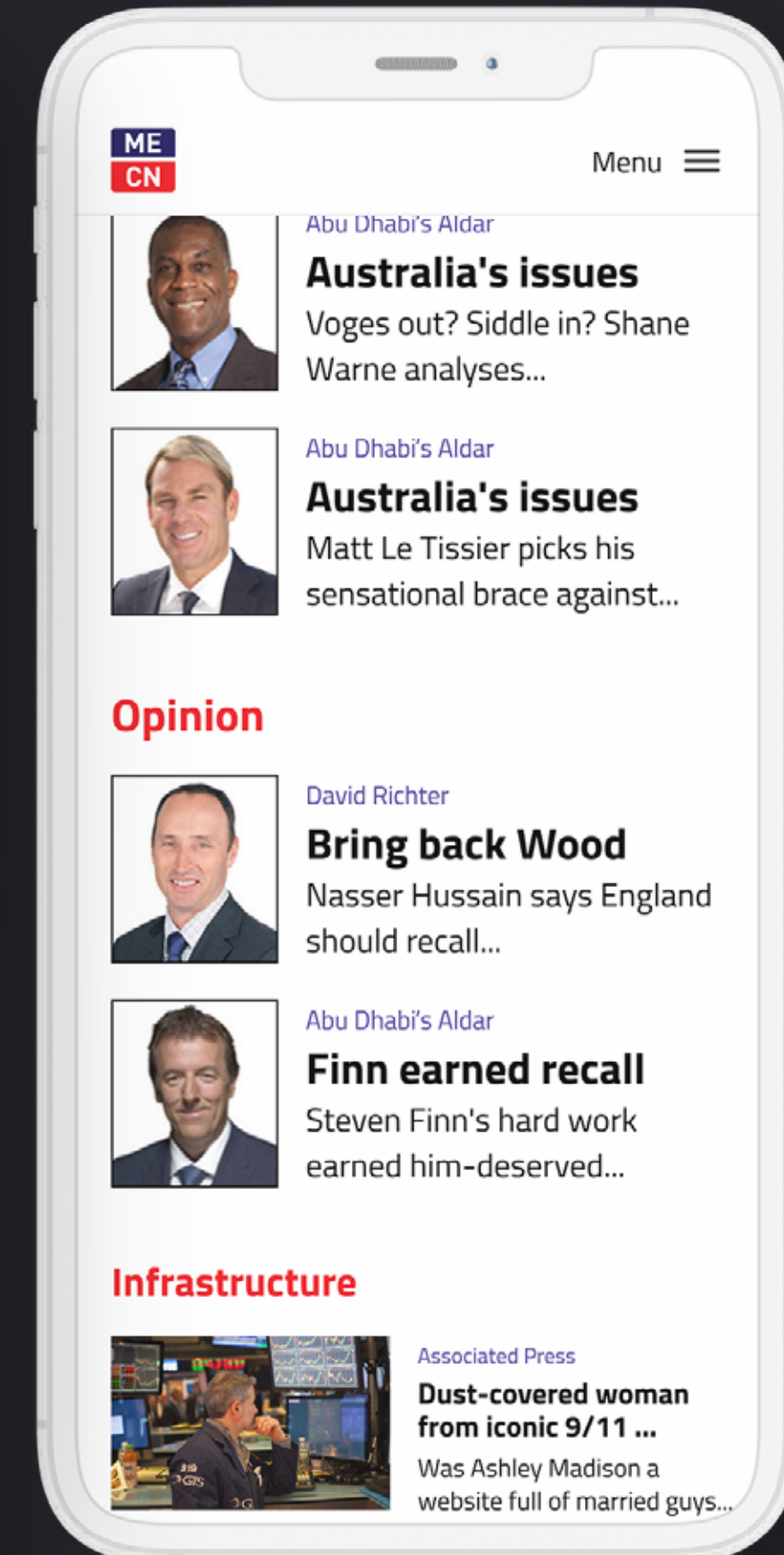
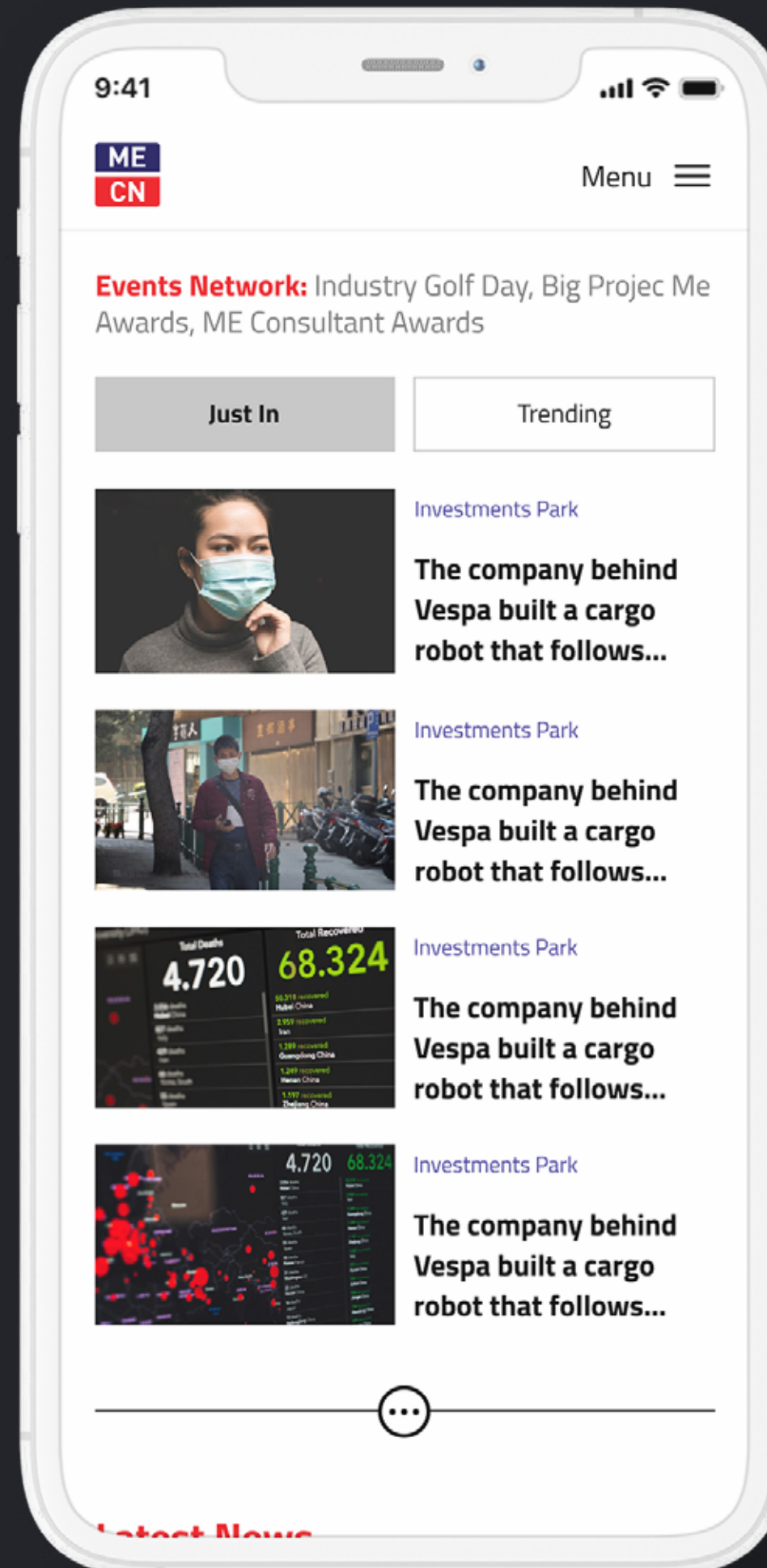
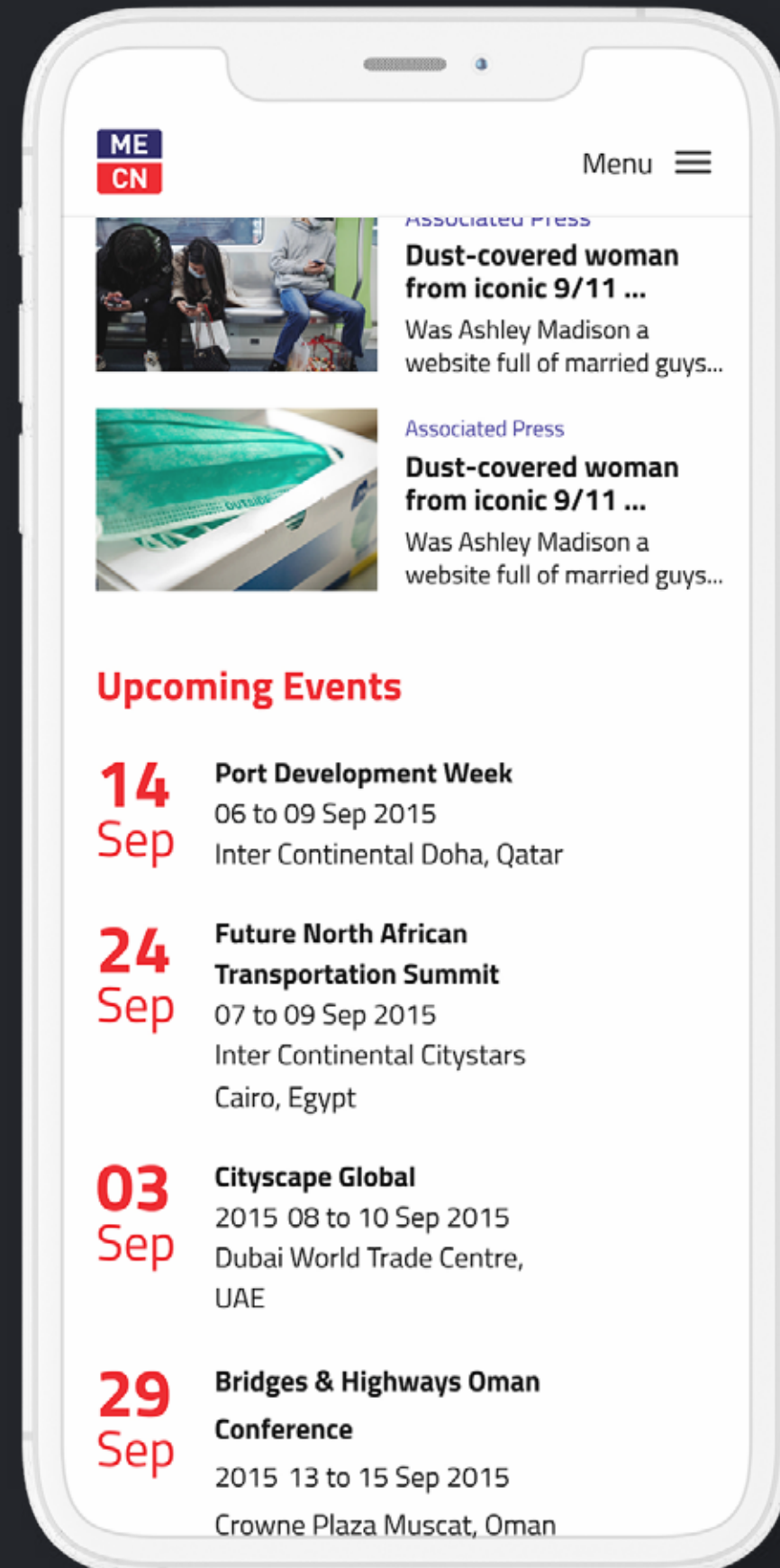
The solution

Due to its clear division, speed of job execution, colors that complement the field circumstances, and restricted buttons and icons so that the user does not feel distracted, the website is currently online and getting the greatest results for the user experience.

This image is a collage of overlapping screenshots of the MEConstructionNews.com website. The screenshots show various sections of the site, including:

- Upcoming Events:** A sidebar listing events such as the Port Development Week (06 to 09 Sep 2015), Future North African Transportation Summit (07 to 09 Sep 2015), Cityscape Global (2015 08 to 10 Sep 2015), and Bridges & Highways Oman Conference (2015 13 to 15 Sep 2015).
- Feature:** A large article titled "The ban is on all lion, leopard, elephant." with a sub-headline "DEAR ABBY: My sister-in-law quit her job and moved into my in-laws' basement six years ago." and a photo of a lion.
- Magazines:** Promotional banners for "The company behind Vespa built a cargo robot that follows..." and "The most hilarious revelation about the Ashley Madison hack yet...".
- Latest News:** A section with a large headline "The most hilarious revelation about the Ashley Madison hack yet..." and a sub-headline "WASHINGTON (Reuters) - Someone claiming to have filmed appears...".
- Site Map:** A navigation menu with links to News, Features, Opinion, Projects, Tenders, Machinery, and Jobs.
- About Us:** Information about MEConstructionNews.com, including contact details and a list of services like Big Project, Construction Machinery, and ME Consultant.
- Connect With Us:** Social media links for Facebook, Twitter, and YouTube.
- Video:** A section with a video player showing a cargo robot.
- Opinion:** Articles by David Richter and Abu Dhabi's Alidar, including "Bring back Wood" and "Australia's issues".
- Interview:** An interview with Matt Le Tissier titled "Australia's issues".
- Infrastructure:** An article titled "Ex-NBA star Darryl Dawkins, Chocolate Thunder has died" with a photo of Dawkins.
- Fleet:** An article titled "Wife Has All The Company She Needs In Her Electronic Devices" with a photo of a woman.
- cn100:** A section for the "cn100 BOUNCING BACK" award.
- CONSTRUCTION:** A section for the "CONSTRUCTION BUSINESS NEWS" magazine.
- Investments Park:** A section with a "That's what the people of island did, when a..." headline.
- Success Business Text:** A section with a "ADD YOUR SUCCESSFUL BUSINESS TEXT" headline.

The collage is designed to showcase the breadth of content available on the MEConstructionNews.com website, highlighting its focus on construction industry news, events, and analysis.



Community Jameel
Saudi - Only through
knowledge and hard
effort can you and I be
able to contribute to
the development of a
society



Headquarters

Jeddah, Kingdom of Saudi Arabia

Industry

Government

Company size

240+

Known assets worth

\$1M

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Website development

Dashboard development

Link

[Community Jameel Saudi](#)

Client situation

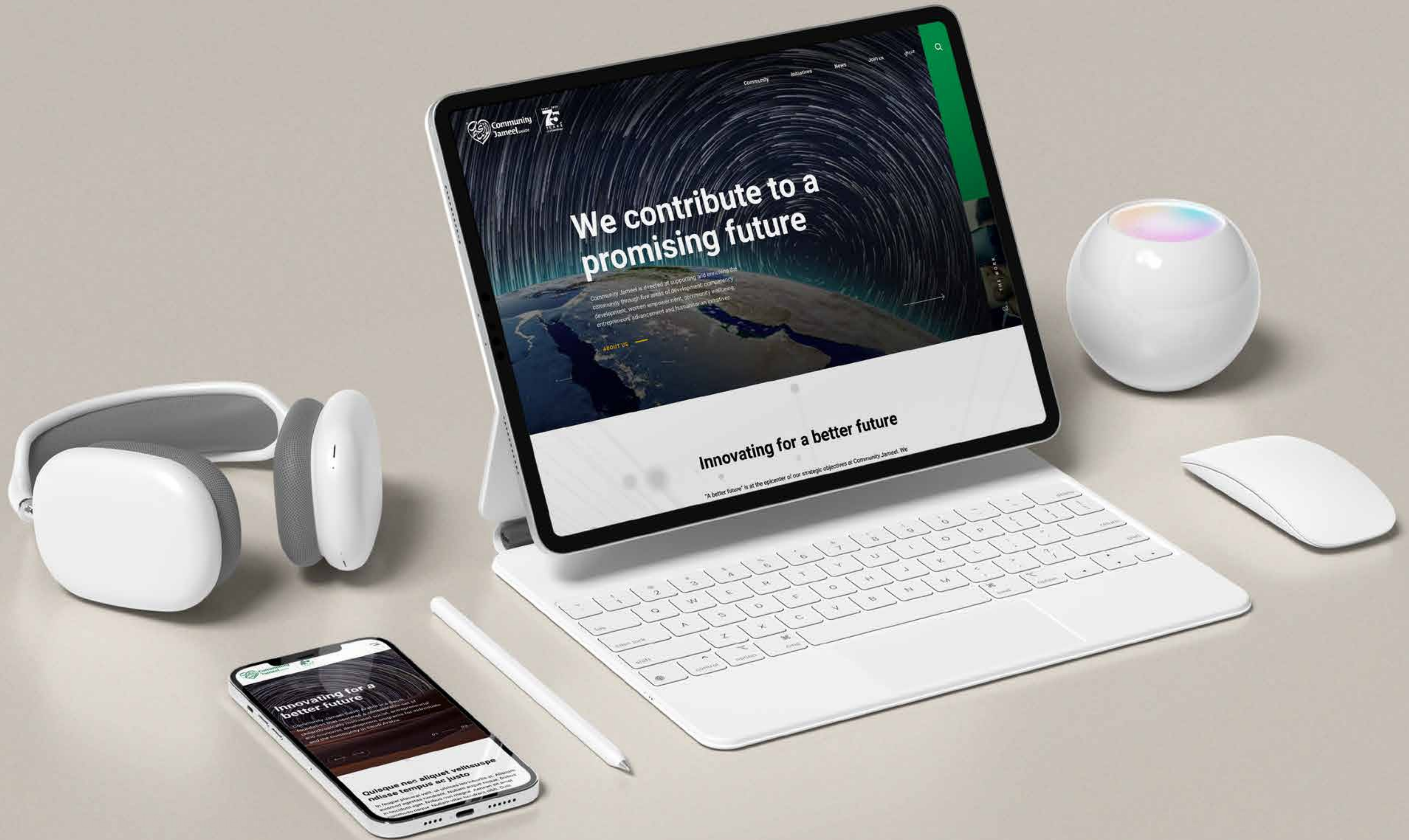
Community Jameel Saudi is a website that intends to hire youth and promote women by giving various Job possibilities that the market requires also the community qualifies the youth for employment to be a link in society's progression and progress.

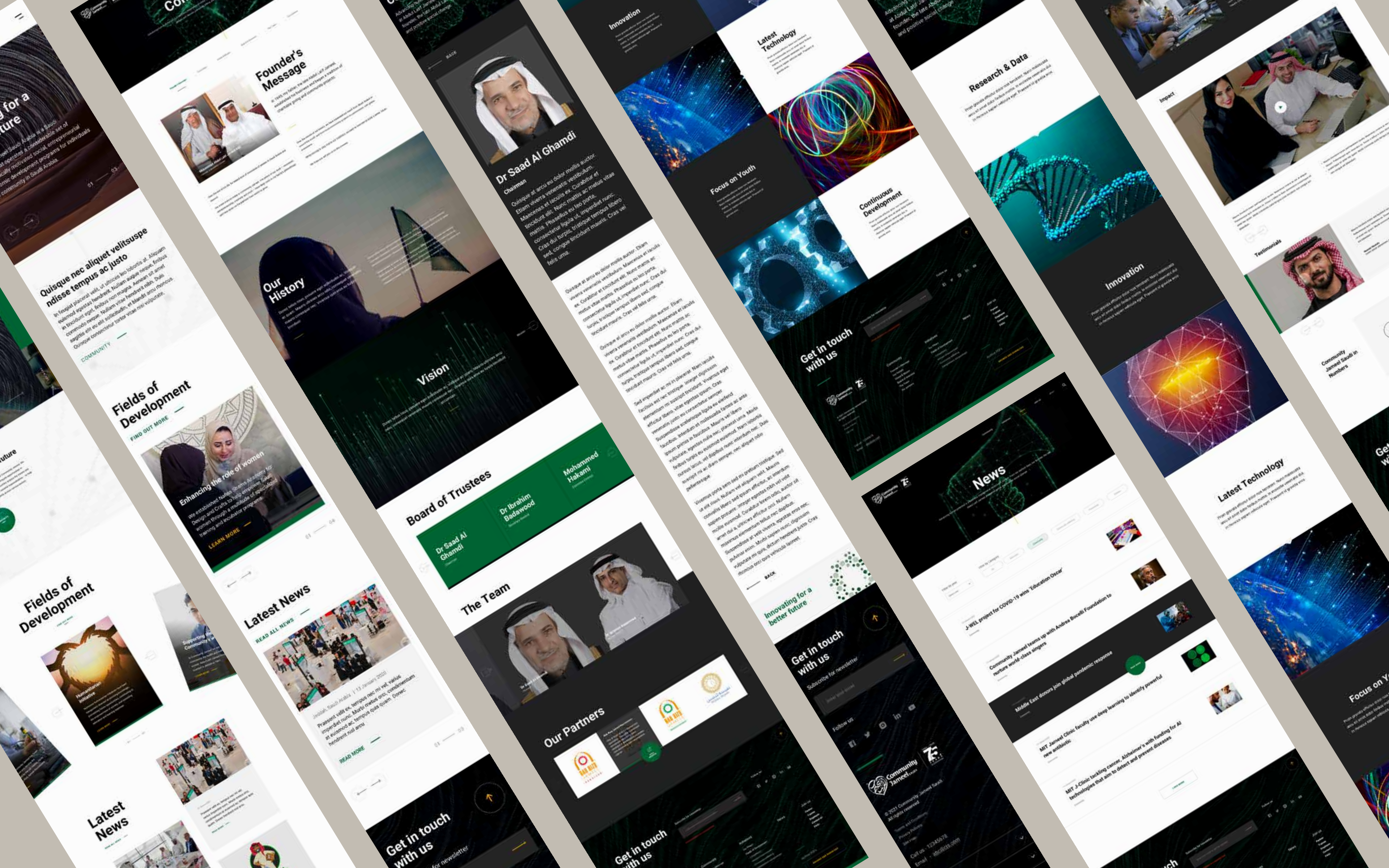
The challenge

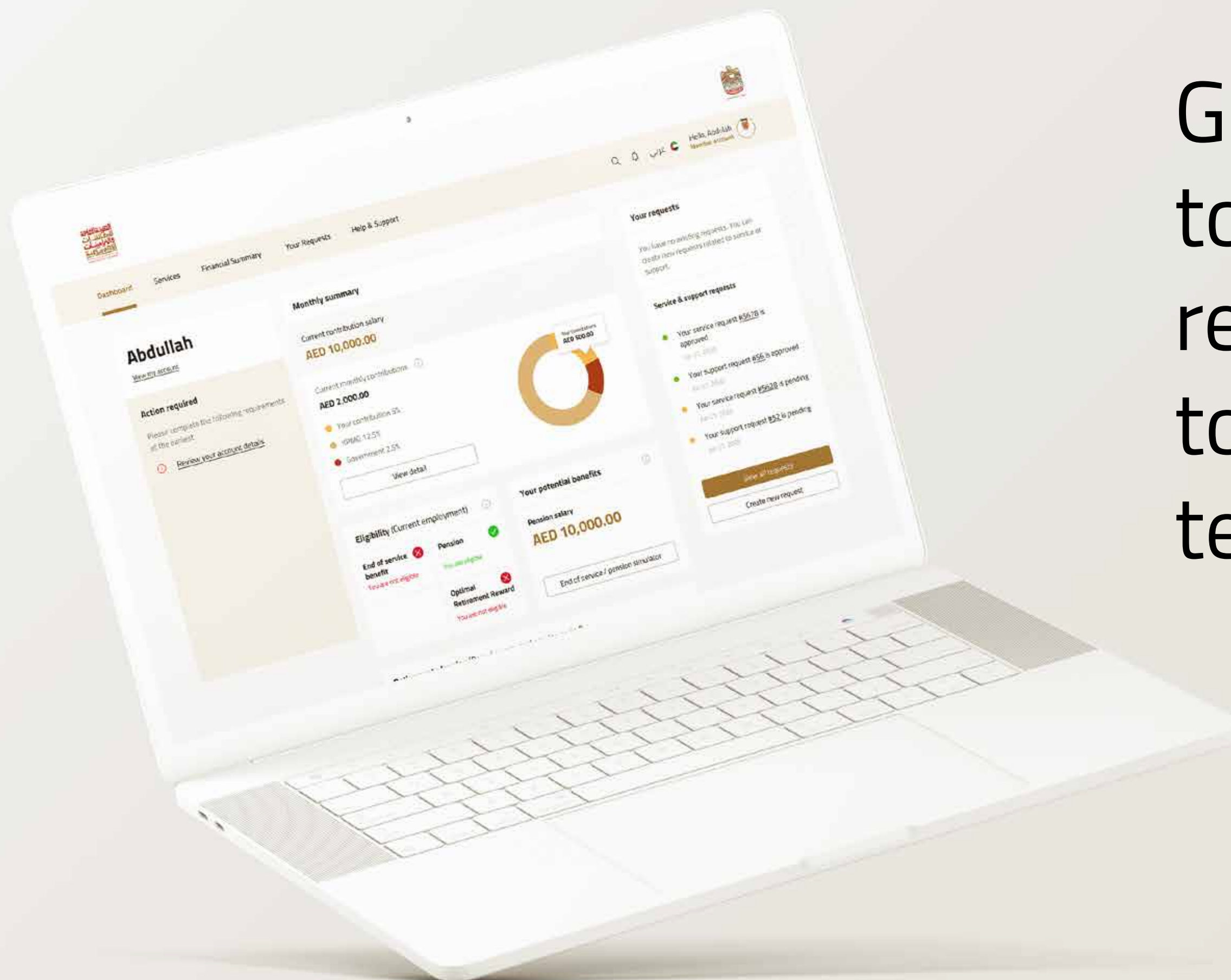
The idea is essential, and it needed a distinct design that supported it in terms of divisions and colors, elements that would serve the user and make it simpler for him to search and apply for jobs.

The solution

Take a look at the final product for Community Jameel Saudi design. I made sure that the colors encouraged the candidate to be enthusiastic. In addition to complementing the design with basic visual components, the divisions were also structured such that the user would not become disoriented which led to creating a positive user experience.







GPSSA - Goodbye
to government
red tape and hello
to government
technology

Headquarters

Abu Dhabi - United Arab Emirate

Industry

Government

Company size

240+

Known assets worth

\$100M

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Link

Coming Soon App

Client situation

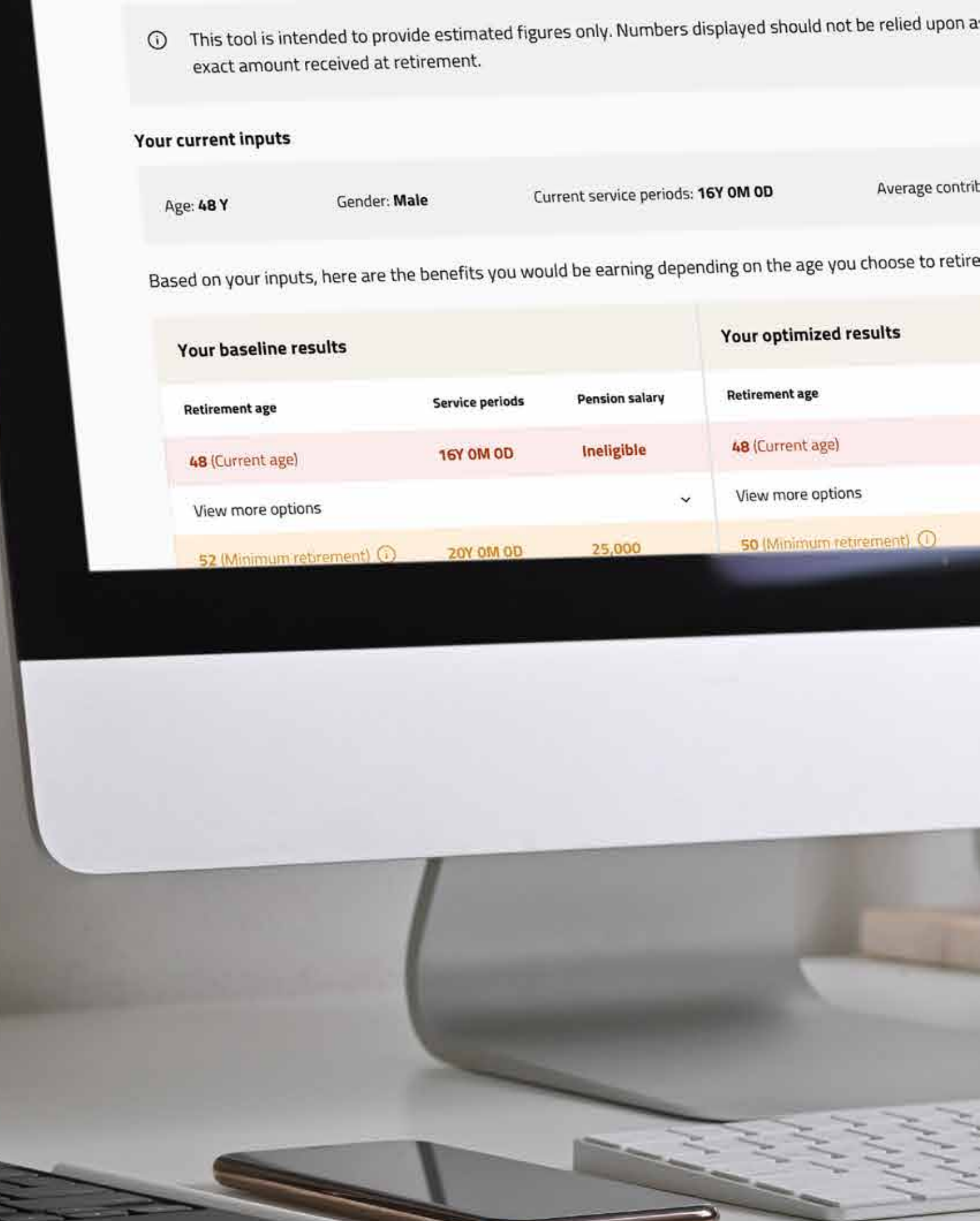
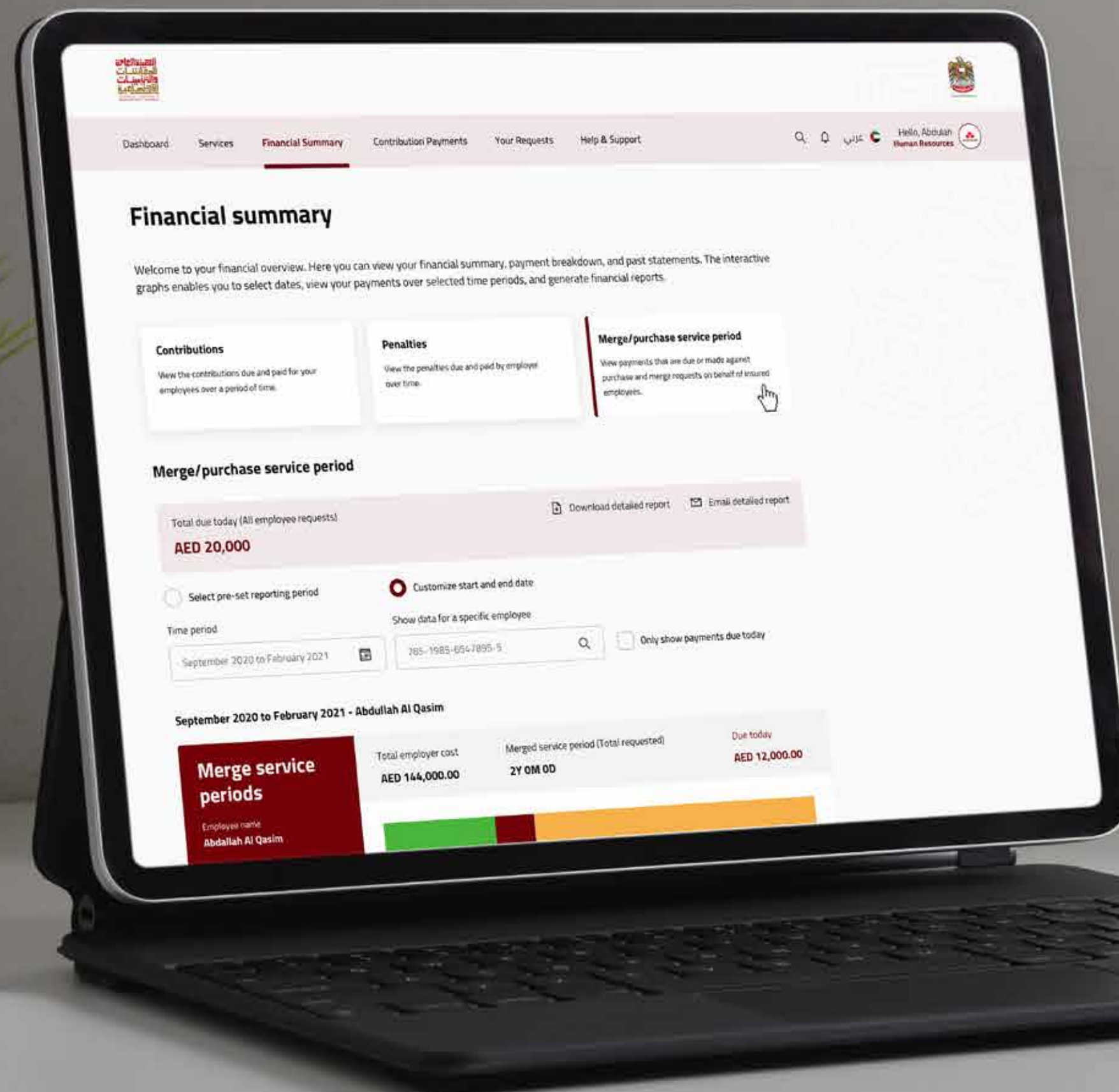
GPSSA, which stands for General Pension and Social Security Authority, is a vital but routine government sector. In order to complete its tasks in a professional and modern manner, I decided to create a dashboard UI design that alleviates work pressure on employees and citizens as well.

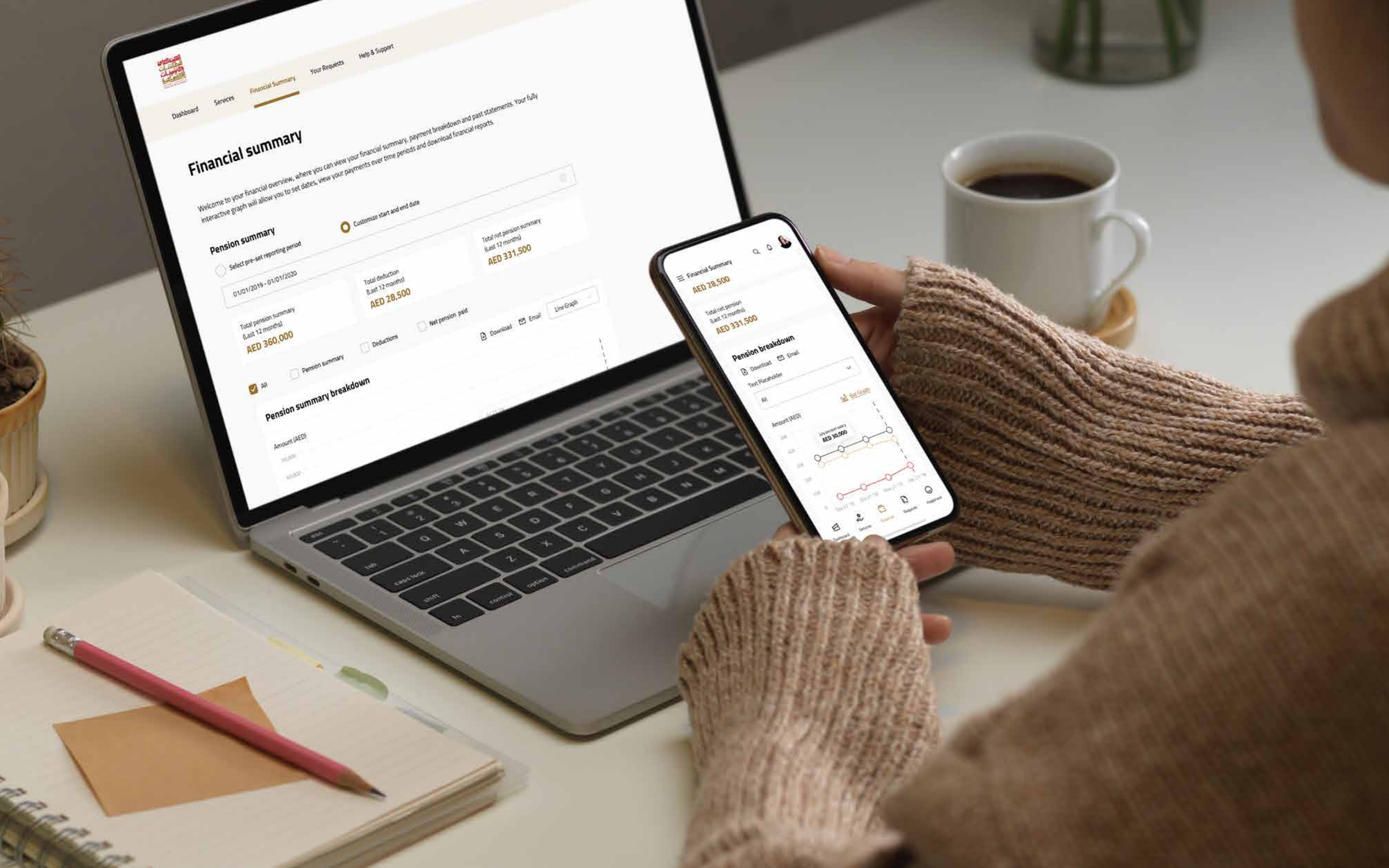
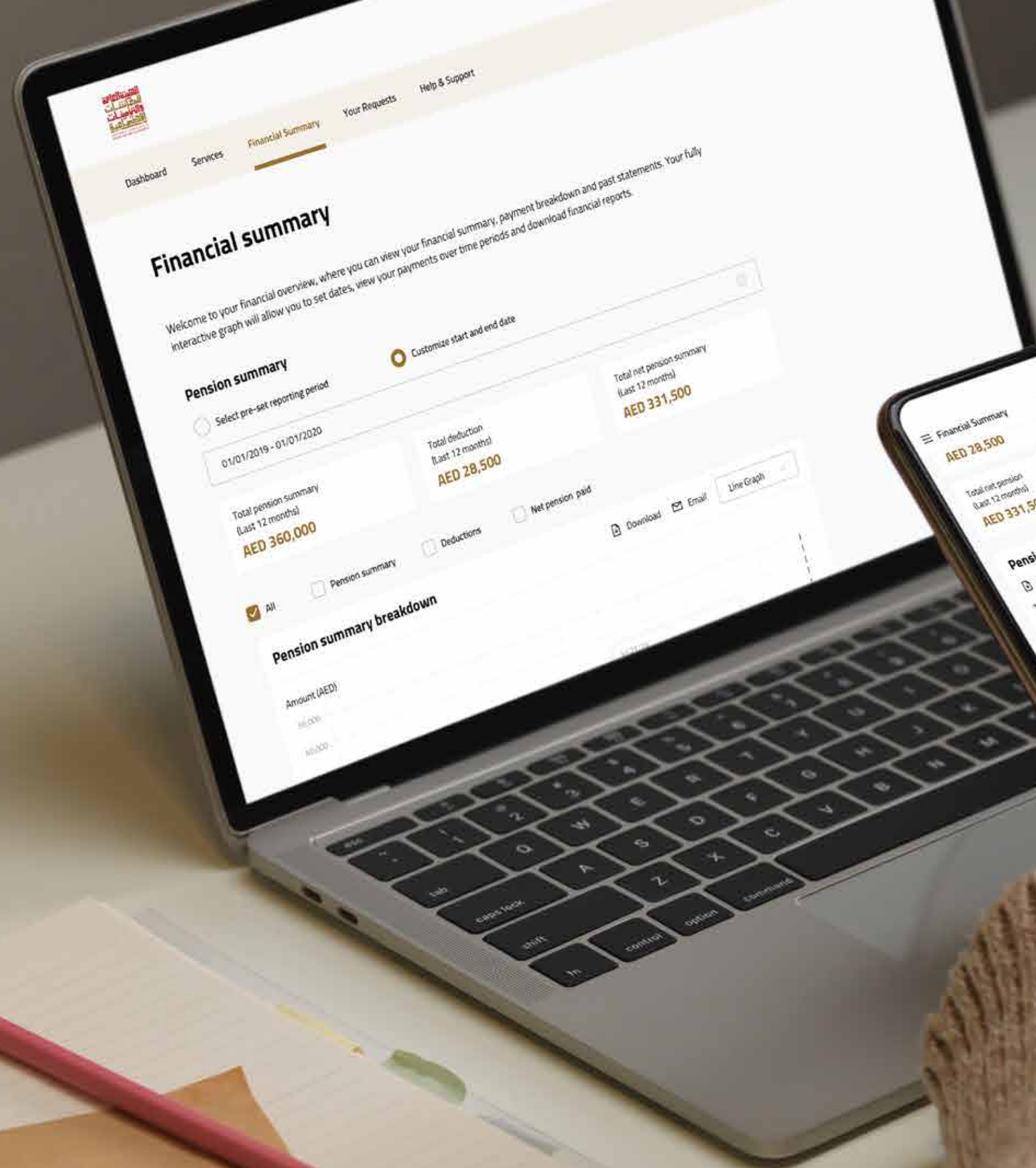
The challenge

The most difficult challenge is that it is a massive government sector on which retirees rely every month, as it is extremely important to us as a society! To cut through government red tape and enter the world of digitization, a smart and professional plan was required. I have kept the recognized government divisions and made them faster so that the employee can complete his work with ease and speed and then move on to other tasks.

The solution

I thoroughly researched the field to determine its requirements, and I interviewed GPSSA employees and retirees to solve their respective problems in this large design. I devised a strategy, and the end result is visible.





ServicesFinancial SummaryYour RequestsHelp & Support

Monthly summary

Current contribution salary
AED 10,000.00

Current monthly contributions
AED 2,000.00

Your contribution 5%

KPMG 12.5%

Government 2.5%

View detail

Eligibility status

Full benefits
You are eligible

Pension
You are not eligible

Based on your total service period to date, you are entitled an end of service off:
AED 2,345,754.00

End of service / pension simulator

Retirement planning

Active service period

Minimum retirement

Optimal retirement

You have accumulated 147 0M 150 of service

You need another 17 2M 110 to meet the minimum requirements to retire 20 years

You need another 207 3M 150 more to maximize your pension benefits

Retirement planner

Applicable merge service periods

You can merge up to 47 3M 00 for a cost of AED 195,000

Start request

Merge service periods simulator

Applicable purchase periods

You can purchase up to 57 0M 00 for a cost of AED 200,00

Start request

Origing merge request

You have requested to merge 27 0M 00 for a cost of AED 195,000

Full & applied upcoming payment Overdue

View payment details

Dependents

Person AED 50,000

Child AED 10,000

Total AED 100,000

View dependent details

Certificates

You can generate certificates required by employers, government, and other external entities

Generate certificates

ServicesFinancial SummaryYour RequestsHelp & Support

DashboardServicesFinancial SummaryYour RequestsHelp & Support

Financial Summary

Welcome to your financial overview, where you can view your financial summary, payment breakdown and past statements. Your fully interactive graph will allow you to set dates, view your payments over time periods and download financial reports.

Contributions

View the contributions due and paid for your employees over time

End of service benefits

View the amount applicable toward of service benefits from your previous employers

Merge/purchase service period

View the payments due & made against purchase & merge requests

Payment of excess benefits received

View the excess amounts to be paid back to GPOSA which was disbursed erroneously because of non-liquidation of change in status

Contribution summary

Select pre-set reporting period

Customize start and end date

January 2020 to December 2020

Total contribution paid January 2020 to December 2020
AED 50,000.00

Total contribution overdue January 2020 to December 2020
AED 2,000.00

January 2020 to December 2020

Select the month for which you wish to view details

November 2020

Total salary AED 12,000.00

Contribution salary AED 10,000.00

Contribution due AED 2,000.00

Contribution paid AED 0.00

Contribution breakdown - November 2020

KPMG contribution 12.5% AED 1,250.00

Your contribution 5% AED 500.00

Government contribution 2.5% AED 250.00

Total contribution due 20% AED 2,000.00

Amount paid AED 0.00

Amount outstanding AED 2,000.00

Please ensure that your employer is making timely contributions on your behalf

Contribution statements

Select monthly statement

Select

Generate statement

Services / Retirement Planner

Retirement planner

This tool is intended to provide estimated figures only. Numbers displayed should not be relied upon as a calculation of the exact amount received at retirement.

Your current inputs

Age 48 YGender MaleCurrent service periods: 147 0M 00Average contribution salary: AED 45,000.00

Based on your inputs, here are the benefits you would be earning depending on the age you choose to retire

Your baseline results

Retirement ageService periodsPension salary

48 Current age147 0M 00Insufficient

View more options

Your optimized results

Retirement ageService periodsPension salary

48 Current age147 0M 00Insufficient

View more options

53217 0M 0025,000

54227 0M 0026,000

55237 0M 0026,500

56247 0M 0027,000

57257 0M 0027,500

58267 0M 0028,000

59277 0M 0028,500

60287 0M 0029,000

61297 0M 0029,500

62307 0M 0030,000

63317 0M 0030,500

64327 0M 0031,000

65337 0M 0031,500

66347 0M 0032,000

67 Optimal retirement357 0M 0032,500

View more options

Optimize your results

You may be able to improve your retirement benefits if you

Enlarge your previous service period of 27 0M 00 for a cost of AED 195,000

Show impact

Start merge years

Services / Retirement Planner

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60287 0M 0029,000

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63317 0M 0030,500

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65337 0M 0031,500

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Start merge years

ServicesSupport requests

Service requests

Search by request ID, description, or document name

FilterNew request

Service nameInitiated byCreated onRequest status

Select your categorySelect your typeSelect your dateSelect your statusCreated by me

Request IDService nameInitiated byDate createdCreated byLast updatedDue dateStatus

XX101End of serviceEmployer12/4/2020mg@ms.co.uk12/4/2020Pending employee update

XX102Insured registrationEmployer10/4/2010grg@reg.gov.kg10/4/2010NAClosed

XX103Merge yearsMember12/4/2020jsw@muas.net12/4/202012/12/2019Pending employee update

XX104End of serviceMember10/4/2010tab@muas.net10/4/2010NAApproved

XX102Insured registrationEmployer10/4/2010grg@reg.gov.kg10/4/2010NAClosed

XX103Merge yearsMember12/4/2020jsw@muas.net12/4/2020NAClosed

XX104End of serviceMember10/4/2010tab@muas.net10/4/2010NAApproved

Showing 7 of 10 results

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Services / Request details

Request details

Request ID1011

Service nameEnd of Service

Initiated byEmployer

Created bySenior Jaber

Created on10/4/2019

Last updated on10/4/2019

Due date12/4/2020

Request details

StatusOpen

Request ID1011

Service nameEnd of Service

Initiated byEmployer

Created bySenior Jaber

Created on10/4/2019

Last updated on10/4/2019

Due date12/4/2020

Supporting documents

Emirates ID

Additional supporting documents

Drag or press upload

Only PDF, PNG, JPG, DOC, DOCX or PDF files with a maximum size of 5 MB

Message

e.g. I need some advice regarding...

Cancel requestSubmit

Terms of usePrivacy policyFAQContact us

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Services / Create your request

Create your request

Please fill this form to create your request.

Service name

End of service

Employee's Emirates ID

656-6372-7836763-2

Employee name

Rana Mohamed Khalid

Reason for end of service

Death - work injury

Last working day

11 July 2020

Upload documents

Death certificate

Drag and drop a file, or browse to upload

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Services / Financial Summary

Financial Summary

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Select monthly statement

Select

Generate statement

Services / Financial Summary

Financial Summary

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Contributions

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Merge/purchase service period

View the payments due & made against purchase and merge requests on behalf of insured employees

Penalties

View the penalties due and paid by employer over time

Contribution summary

Select pre-set reporting period

Customize start and end date

January 2020 to December 2020

Total contribution paid January 2020 to December 2020
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Contributions

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Penalties

View the penalties due and paid by employer over time

Merge/purchase service period

View the payments due & made against purchase and merge requests on behalf of insured employees

Merge/purchase service period

Total due today (All employee requests)
AED 20,000

Select pre-set reporting period

Customize start and end date

Time period

September 2020 to February 2021

Show data for a specific employee

785-1985-6347895-5

Only show payments due today

September 2020 to February 2021 - Abdullah Al Qasbi

Merge service periods

Employee name Abdullah Al Qasbi

Emirates ID 785-1985-6347895-5

Approved on 20 Dec 2020

Payment method One-time payment

Merged service periods (Paid & applied) 27 0M 00

Total employee cost AED 144,000.00

Merged service period (Total requested) 27 0M 00

Due today AED 12,000.00

Amount paid AED 36,000.00

Outstanding payments

Overdue payment AED 12,000.00

Upcoming payment AED 16,000.00

Purchase service periods

Employee name Abdullah Al Qasbi

Emirates ID 785-1985-6347895-5

Approved on 10 Nov 2020

Payment method One-time payment

Purchased service periods (Paid & applied) 27 0M 00

Total employee cost AED 144,000.00

Purchased service periods (Total requested) 27 0M 00

Amount paid AED 144,000.00

Merge service periods

Total employee cost AED 216,000.00

Merged service periods (Total requested) 37 0M 00

Services / Financial Summary

Financial summary

Welcome to your financial overview. Here you can view your financial summary, payment breakdown, and past statements. The interactive graphs enables you to select dates, view your payments over selected time periods, and generate financial reports.

Contributions

View the contributions due and paid for your employees over a period of time

Merge/purchase service period

View the payments due & made against purchase and merge requests on behalf of insured employees

Penalties

View the penalties due and paid by employer over time

Merge/purchase service period

Total due today (All employee requests)
AED 20,000

Select pre-set reporting period

Customize start and end date

Time period

September 2020 to February 2021

Show data for a specific employee

Enter the insured's Emirates ID

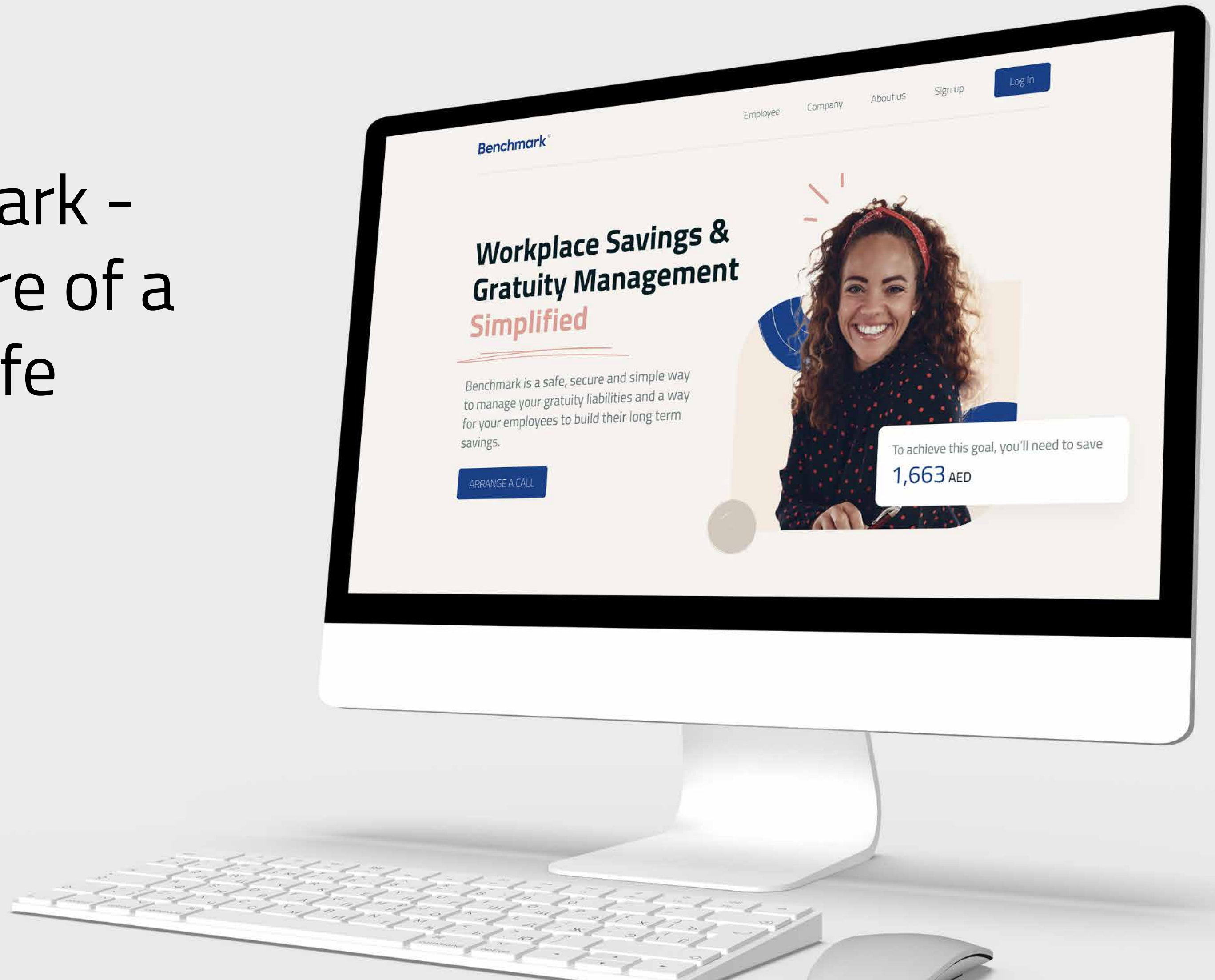
September 2020 to February 2021 - All Employees

Total paid AED 80,000.00

Total outstanding AED 110,000.00

Total cost AED 200,000.00

Benchmark - the future of a decent life



Headquarters

London, Dubia

Industry

Investment system

Company size

5

Known assets worth

\$250K

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Website development

Dashboard development

Link

[Benchmark](#)

Client situation

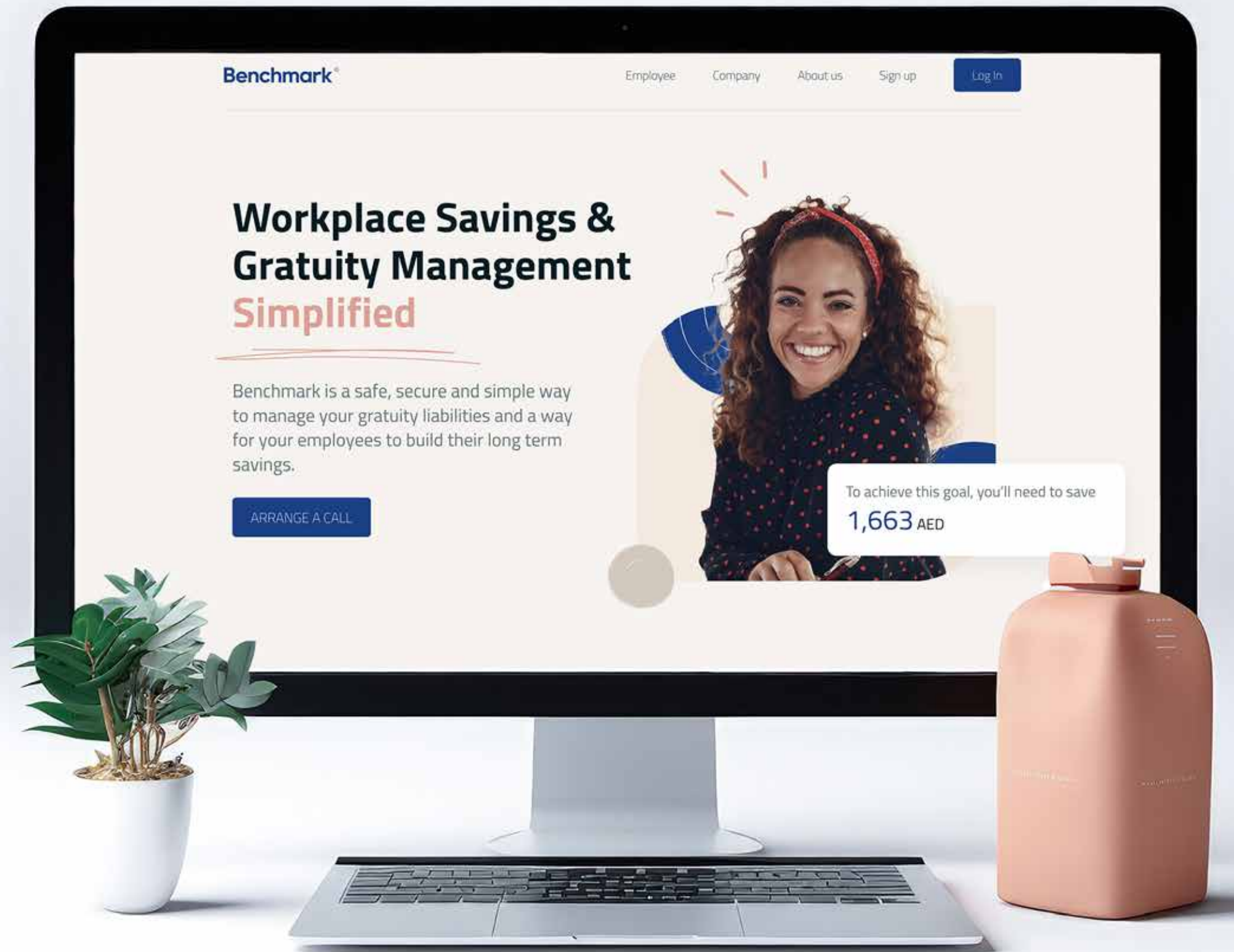
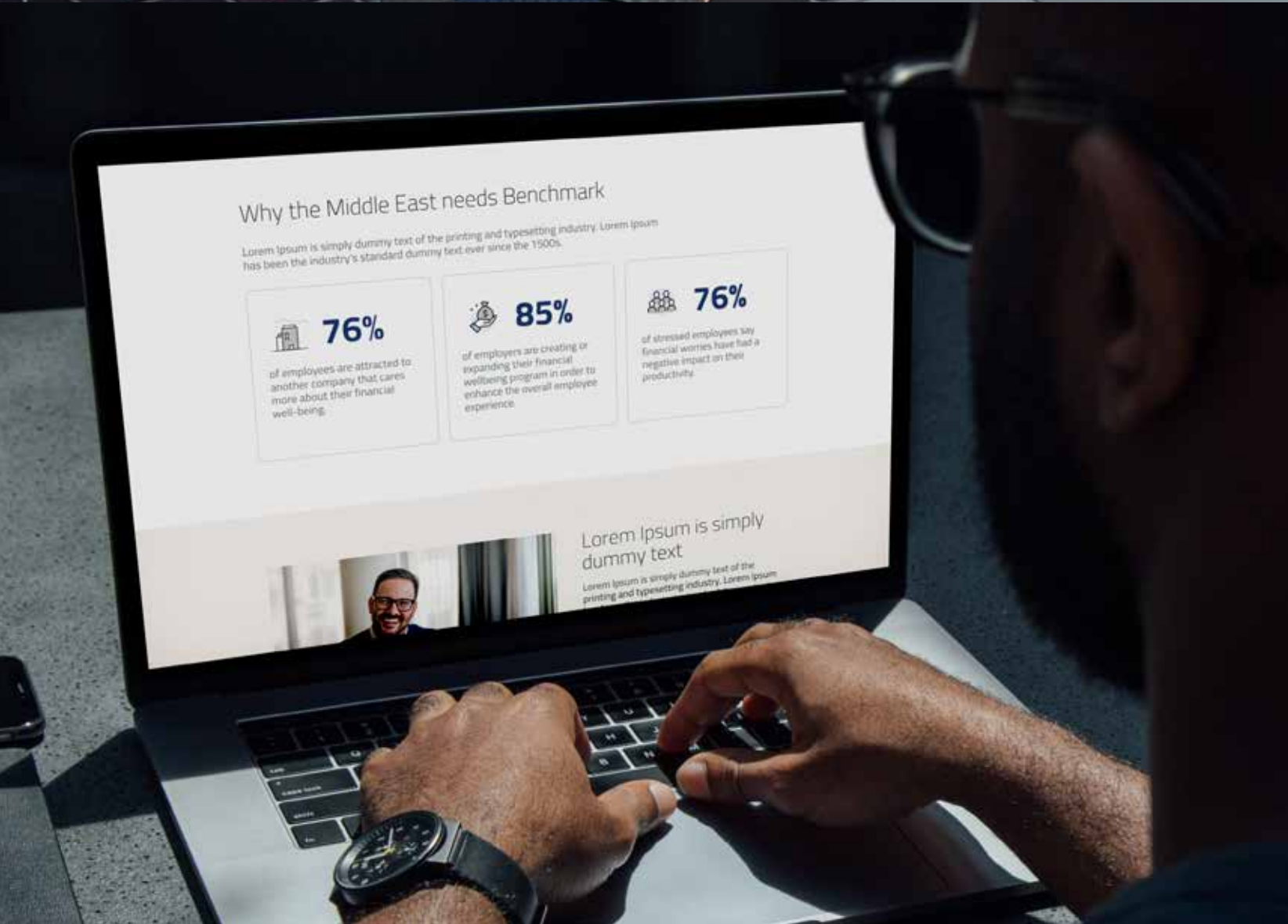
Benchmark's core mission is to help companies manage their gratuity liabilities quickly and securely. The design and transition steps, both on the website and within the dashboard, needed to reflect this purpose. The color palette was carefully chosen to convey a sense of security, trust, and calm, aligning with the brand's values and user expectations.

The challenge

The main challenge was to create a user experience that not only looked secure but also felt intuitive and reassuring. Every UI/UX decision, colors, icons, transitions, and layout, had to build confidence, minimize friction, and deliver a sense of comfort to users handling sensitive financial information.

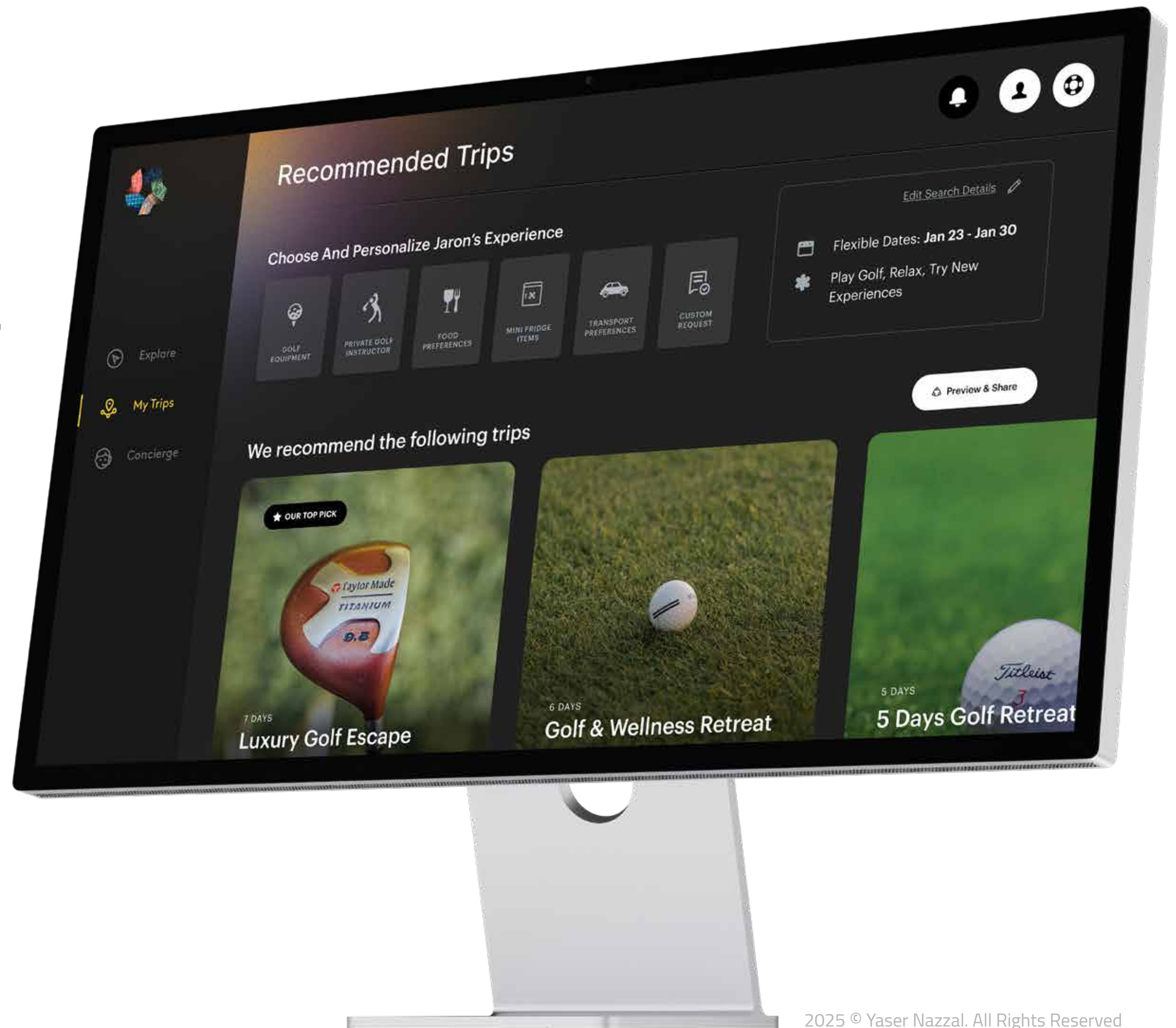
The solution

We designed a user-centric website and dashboard that reflects Benchmark's brand and values. By using a harmonious color scheme, clean iconography, and smooth transitions, we ensured the interface felt safe, professional, and easy to use. The result was a streamlined experience that respects users' time, with clear workflows and minimal steps, allowing users to complete tasks efficiently and confidently.





Discover NEOM – Visitor Experience Platform



Headquarters

Saudi Arabic

Industry

Tourism & Hotel Sectors

Company size

155

Known assets worth

\$100M

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Client situation

NEOM wanted to introduce its futuristic destination to global travelers through a seamless digital journey that matched its ambitious vision. The goal was to help users explore, plan, and book their personalized travel experiences easily in both English and Arabic.

The challenge

How do you design a digital tool that makes planning a trip to a futuristic city intuitive, engaging, and family-friendly, while catering to both local and international travelers with personalized content?

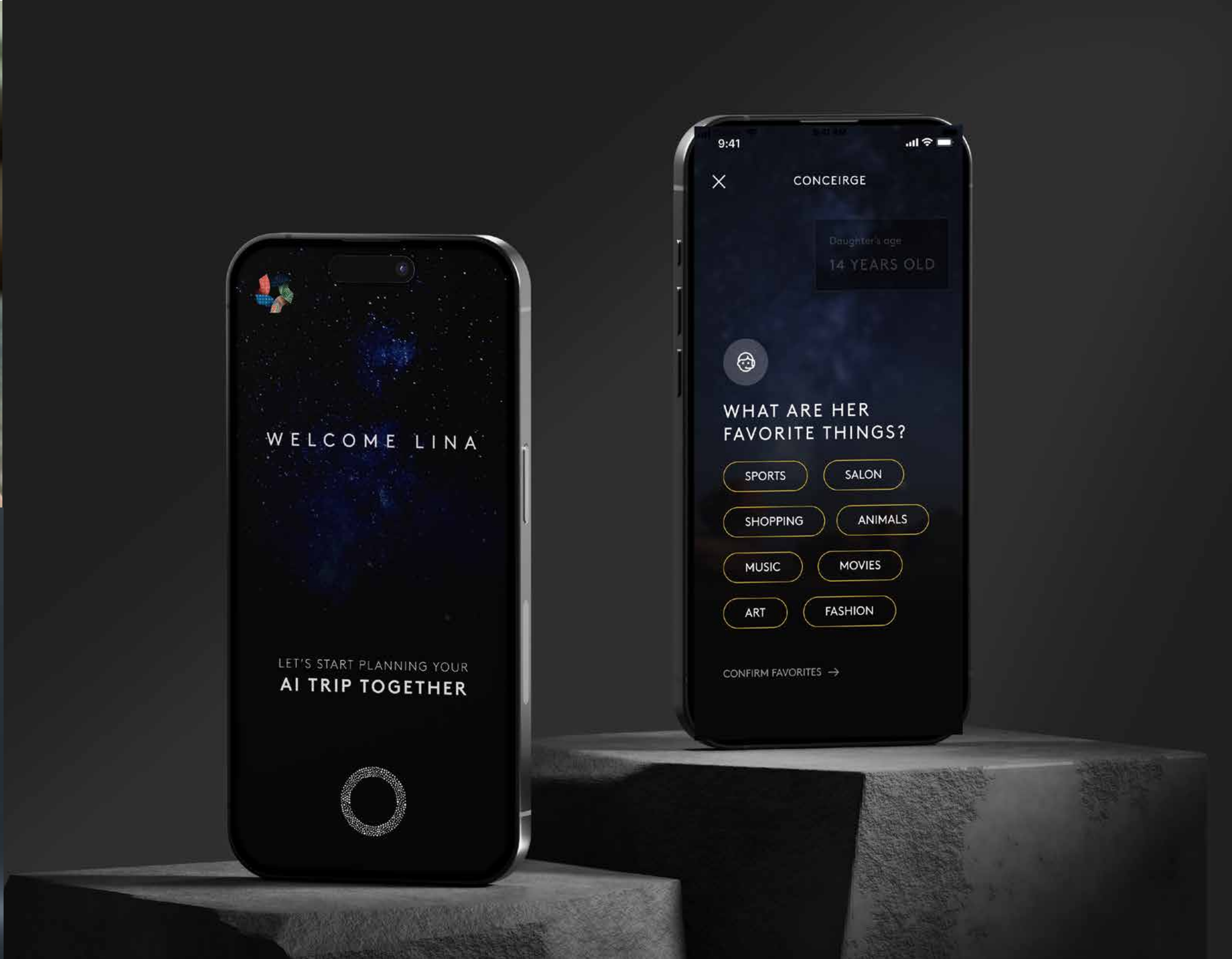
The solution

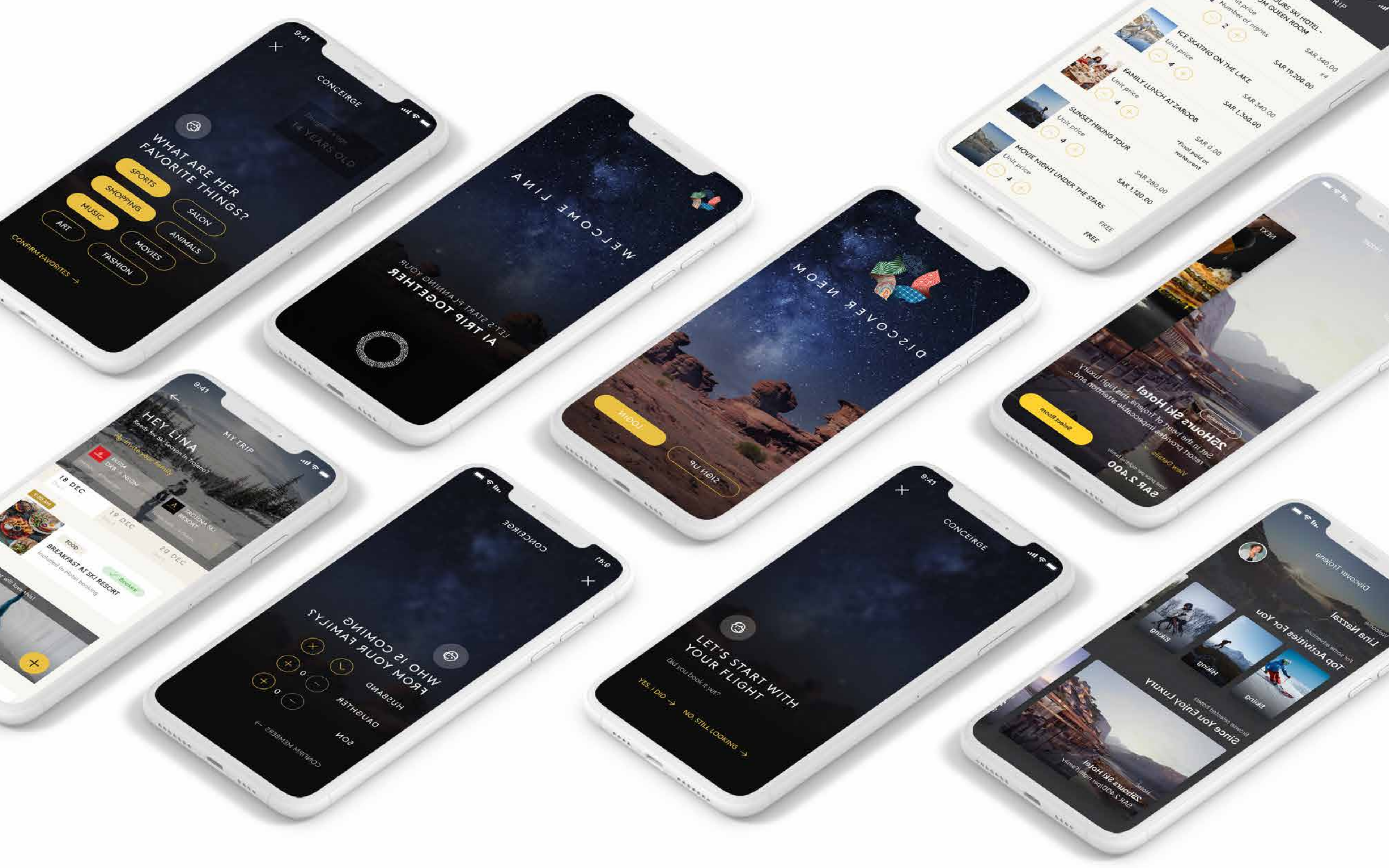
We helped craft an immersive, bilingual digital prototype centered around three core experiences:

Discovery Feed: A dynamic, personalized content stream to inspire travel ideas.

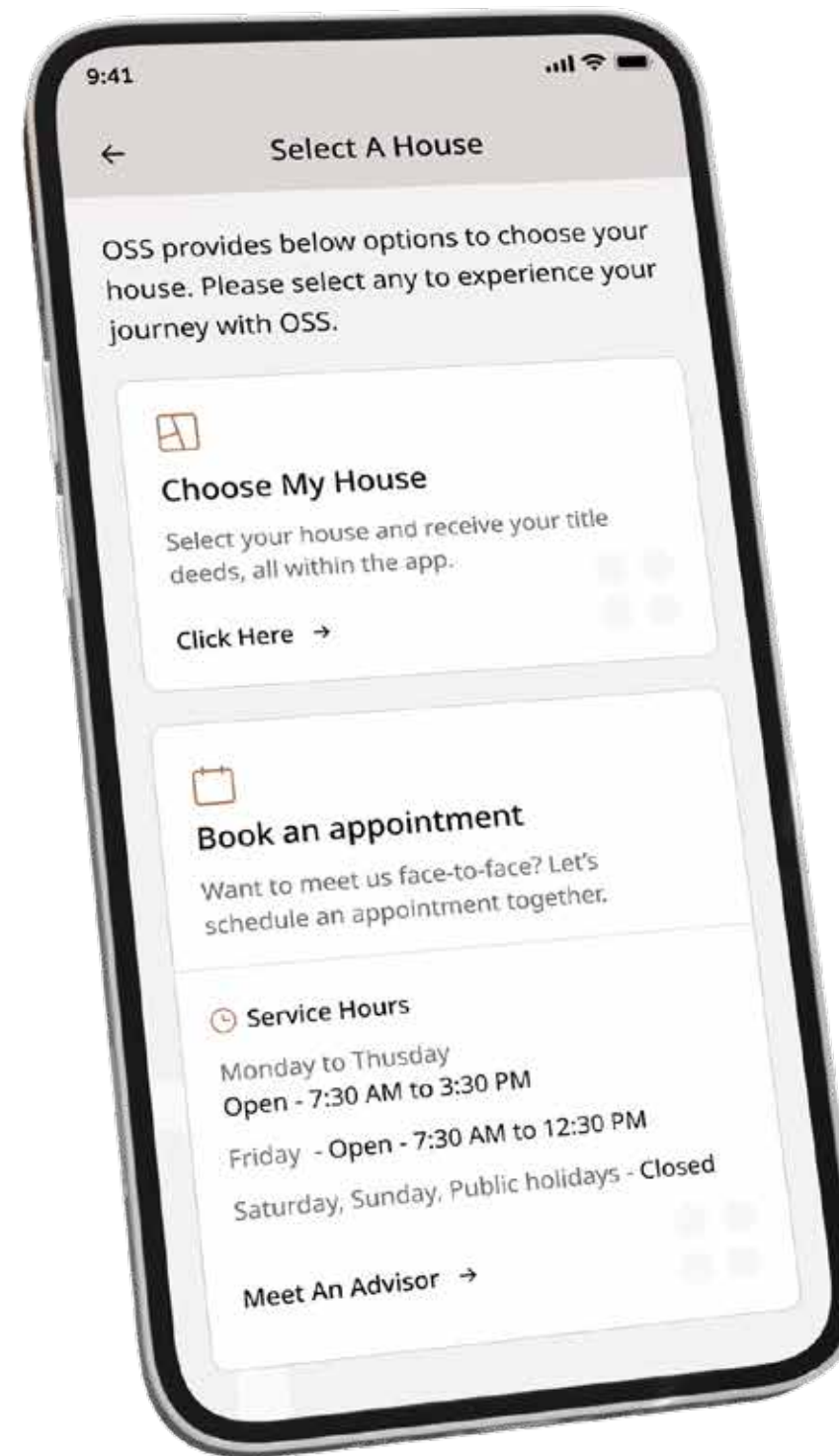
My Trip: A visual, drag-and-drop trip planner that evolves with user input.

Concierge: A hybrid AI/human assistant that offers real-time help, smart recommendations, and booking support.





ADHA OSS App – Empowering Citizens Through Smarter Housing Service Design



Headquarters

United Arab Emirates

Industry

Governments

Company size

12K+

Known assets worth

\$100M

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Client situation

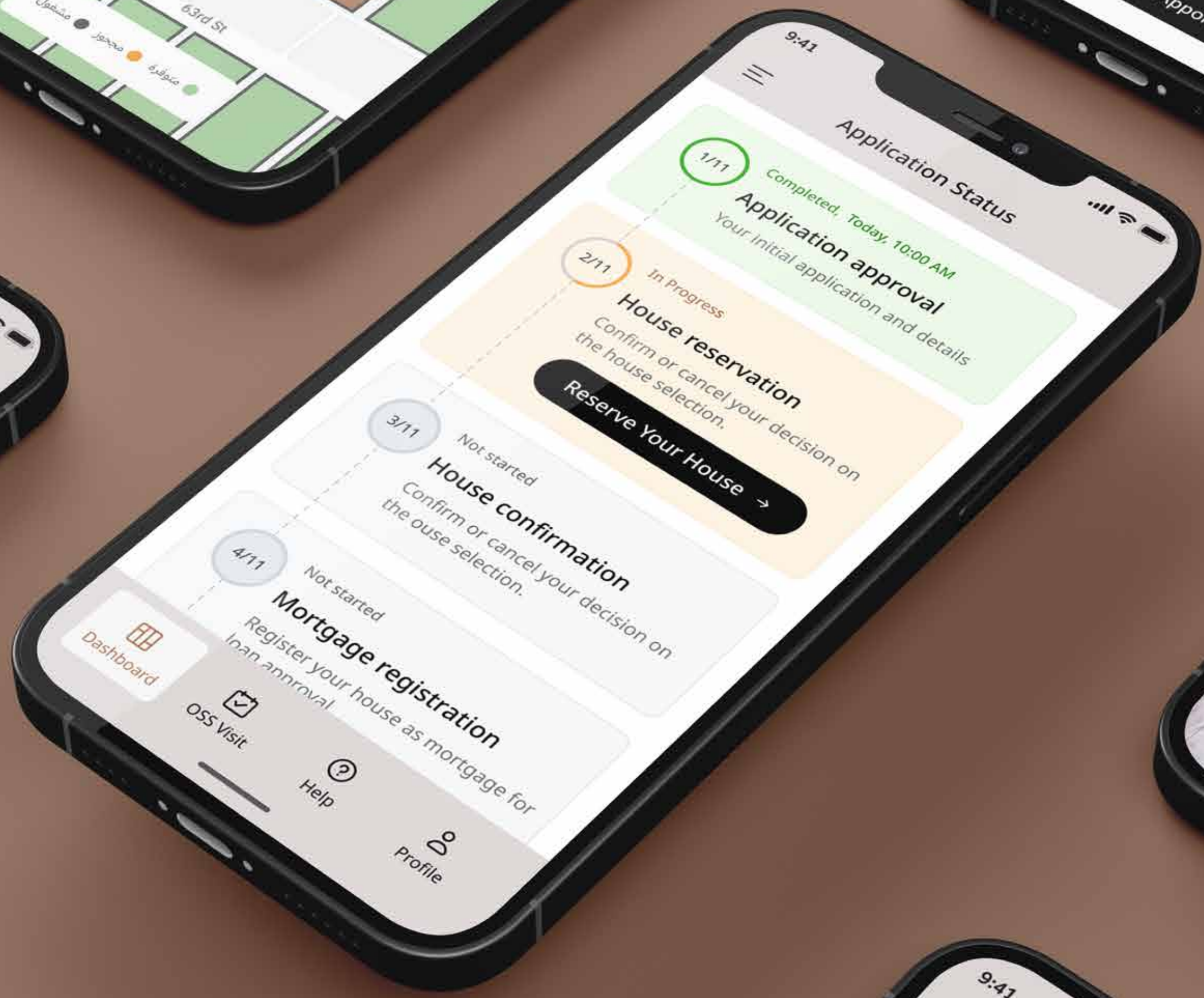
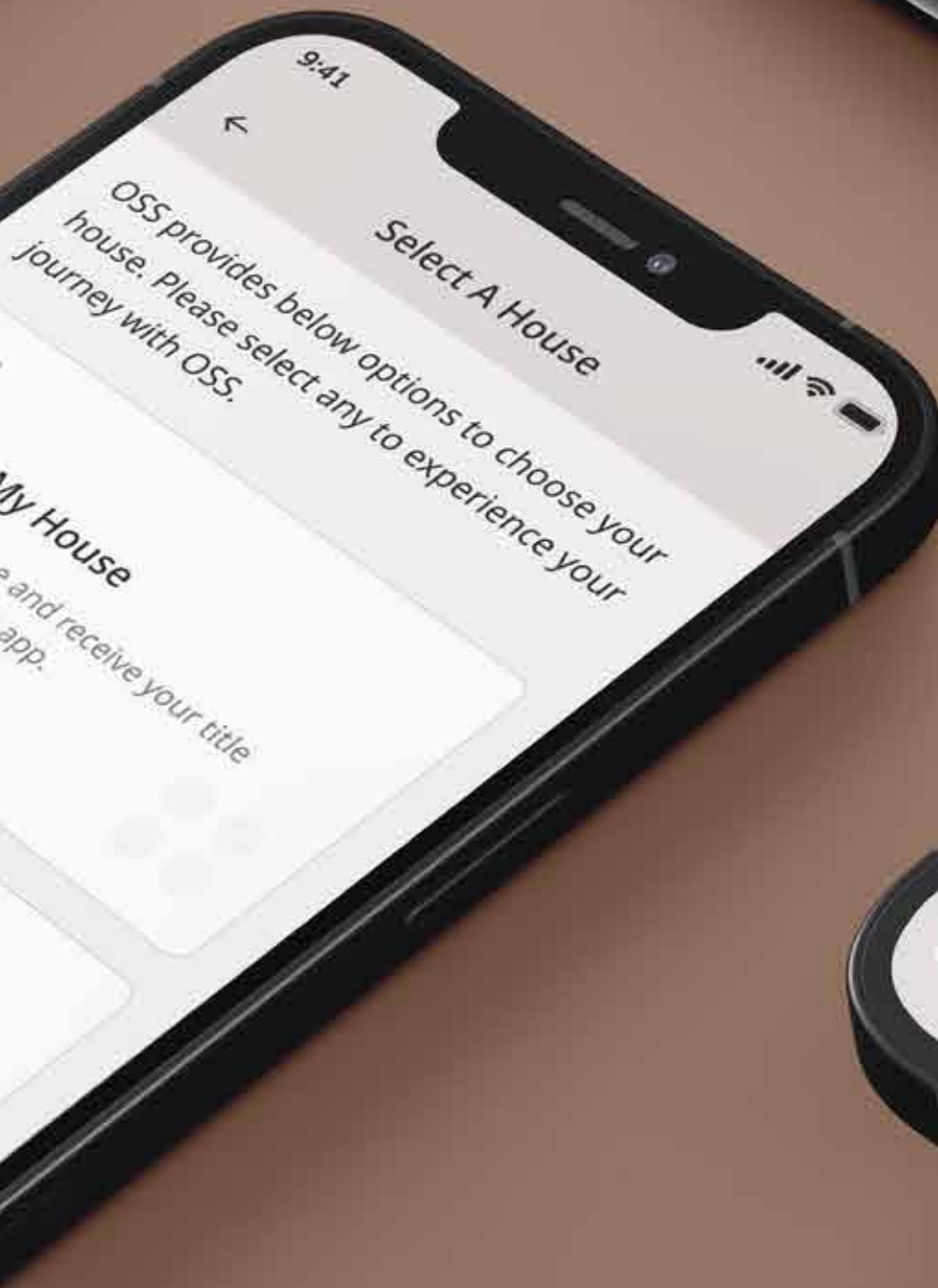
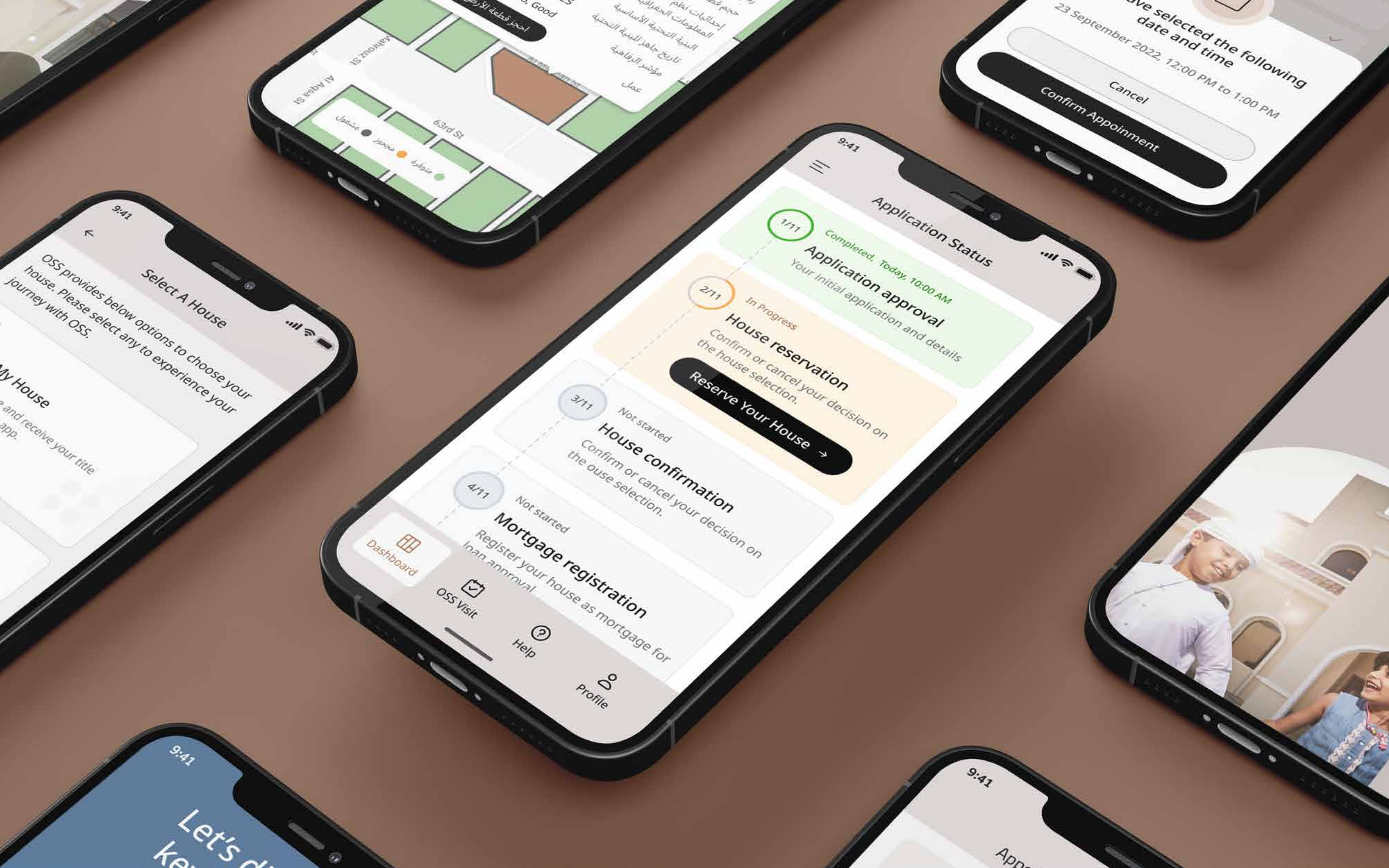
This project was developed specifically for the Executive Office of the Emirate of Abu Dhabi (ADEO) in collaboration with the Abu Dhabi Housing Authority (ADHA). The goal was to assess, plan, and enhance the services provided by ADHA, making it easier for residents to access essential housing services. These services include applying for home or land purchase loans, requesting property exchanges, handling loan cancellation in the event of an heir's death, and submitting purchase requests for homes or land.

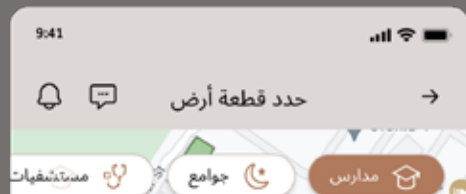
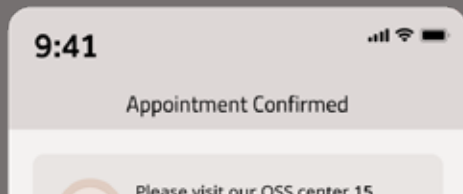
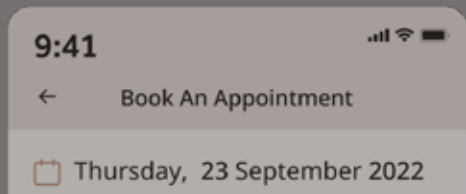
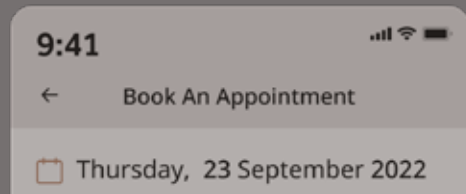
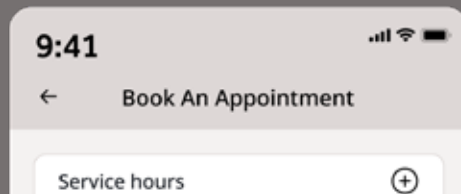
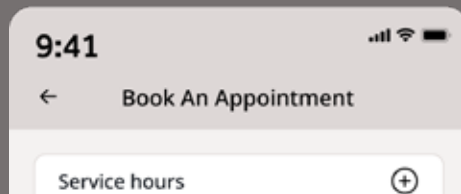
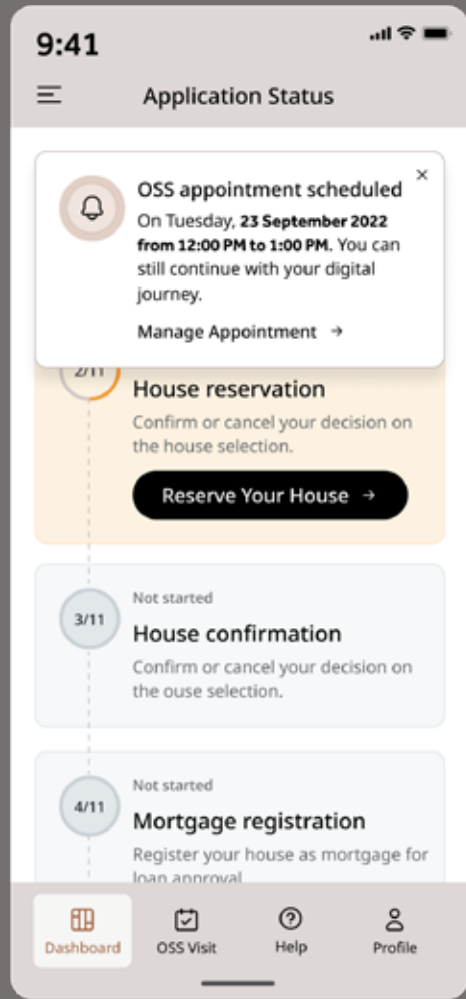
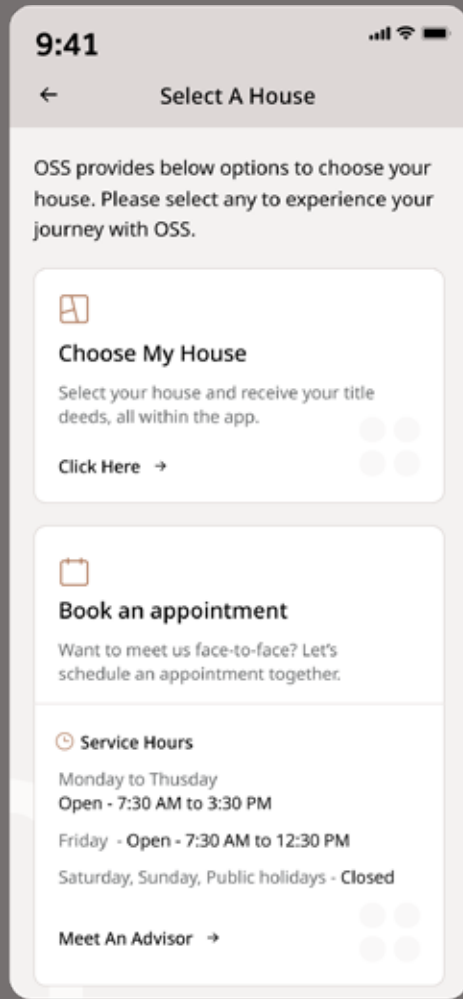
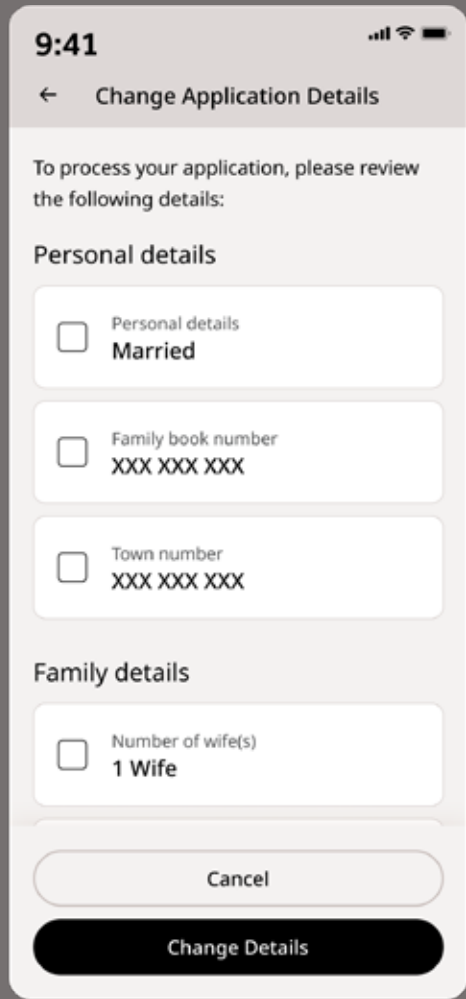
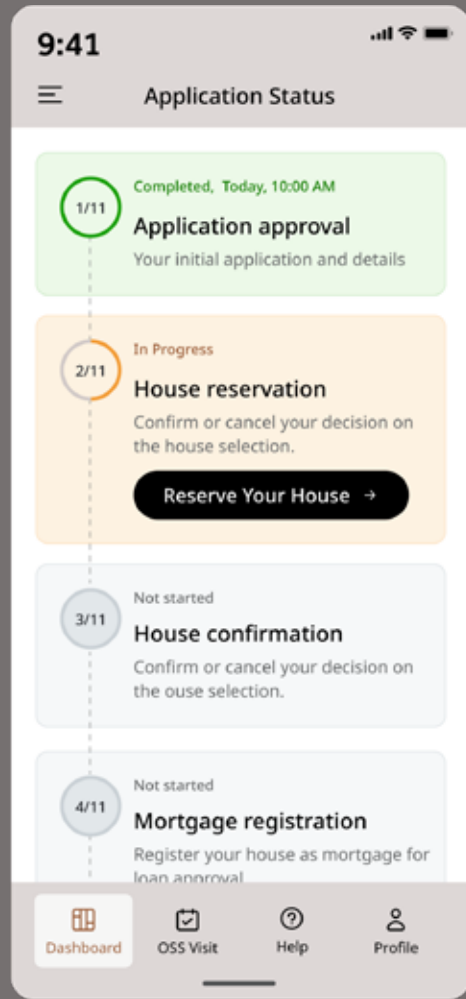
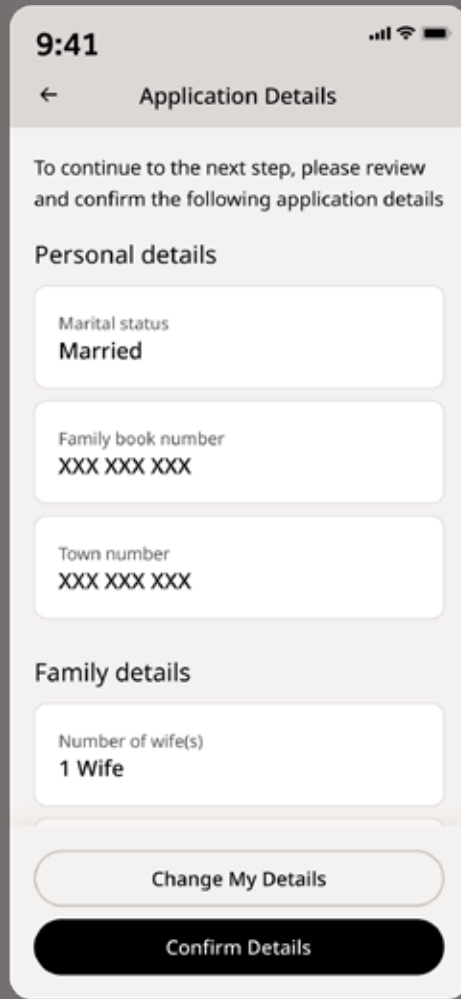
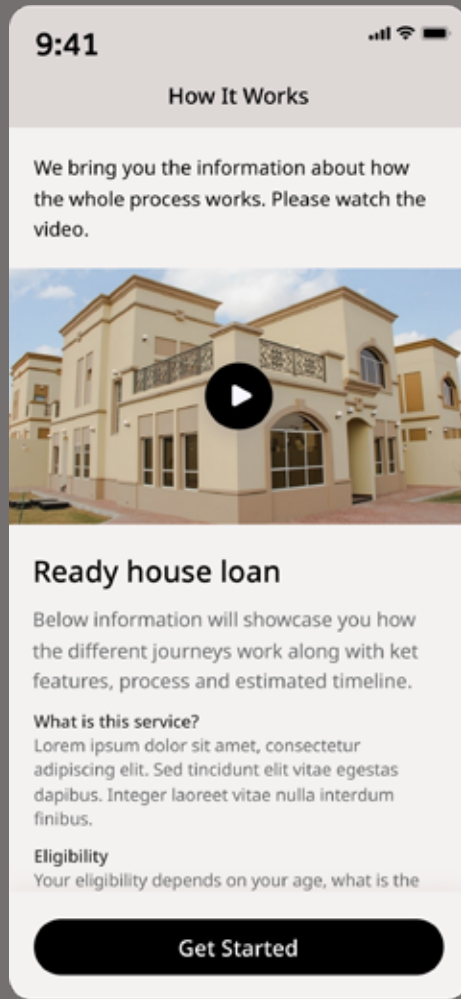
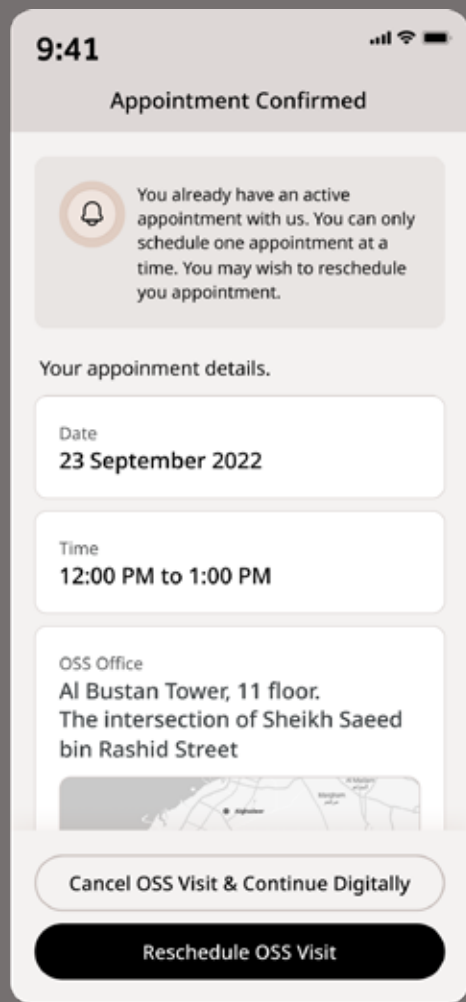
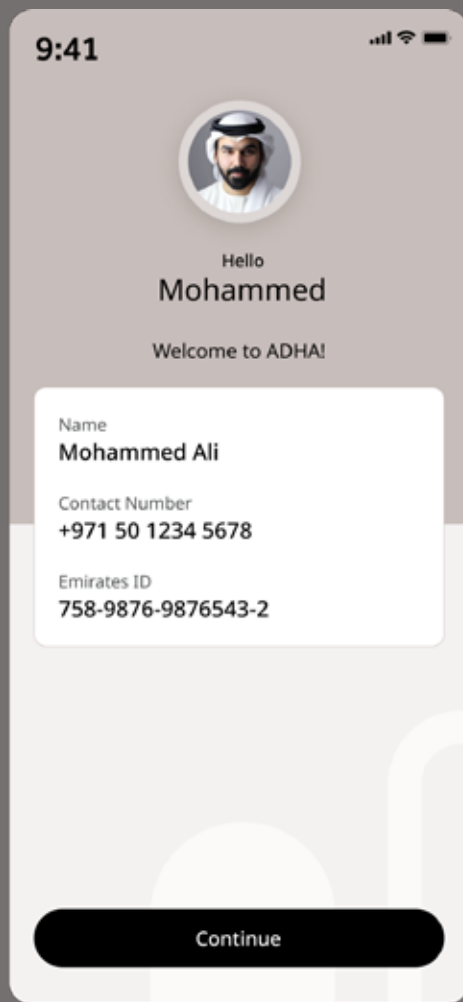
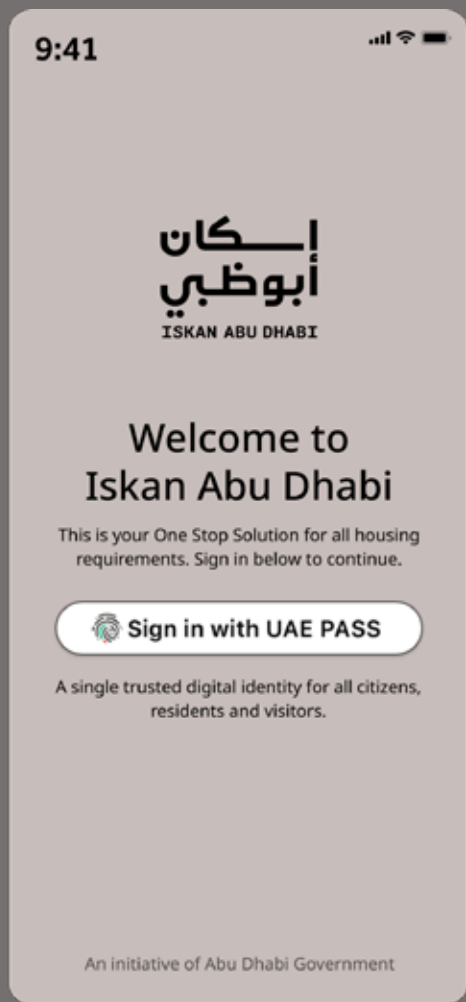
The challenge

Despite the perception that government websites are straightforward, they often present significant usability challenges. Many citizens find them difficult to navigate due to outdated design and complicated processes. Layouti's role was to shift that perception—creating an intuitive, user-centered digital experience that breaks away from traditional, bureaucratic web interfaces and offers a smoother, more efficient journey for users.

The solution

Layouti conducted in-depth research, including user and stakeholder interviews, and facilitated multiple workshops to define both user needs and business requirements. These insights formed the foundation for a solution that aligns with user expectations while meeting institutional goals, resulting in a streamlined, accessible, and user-friendly platform. recommendations, and booking support.



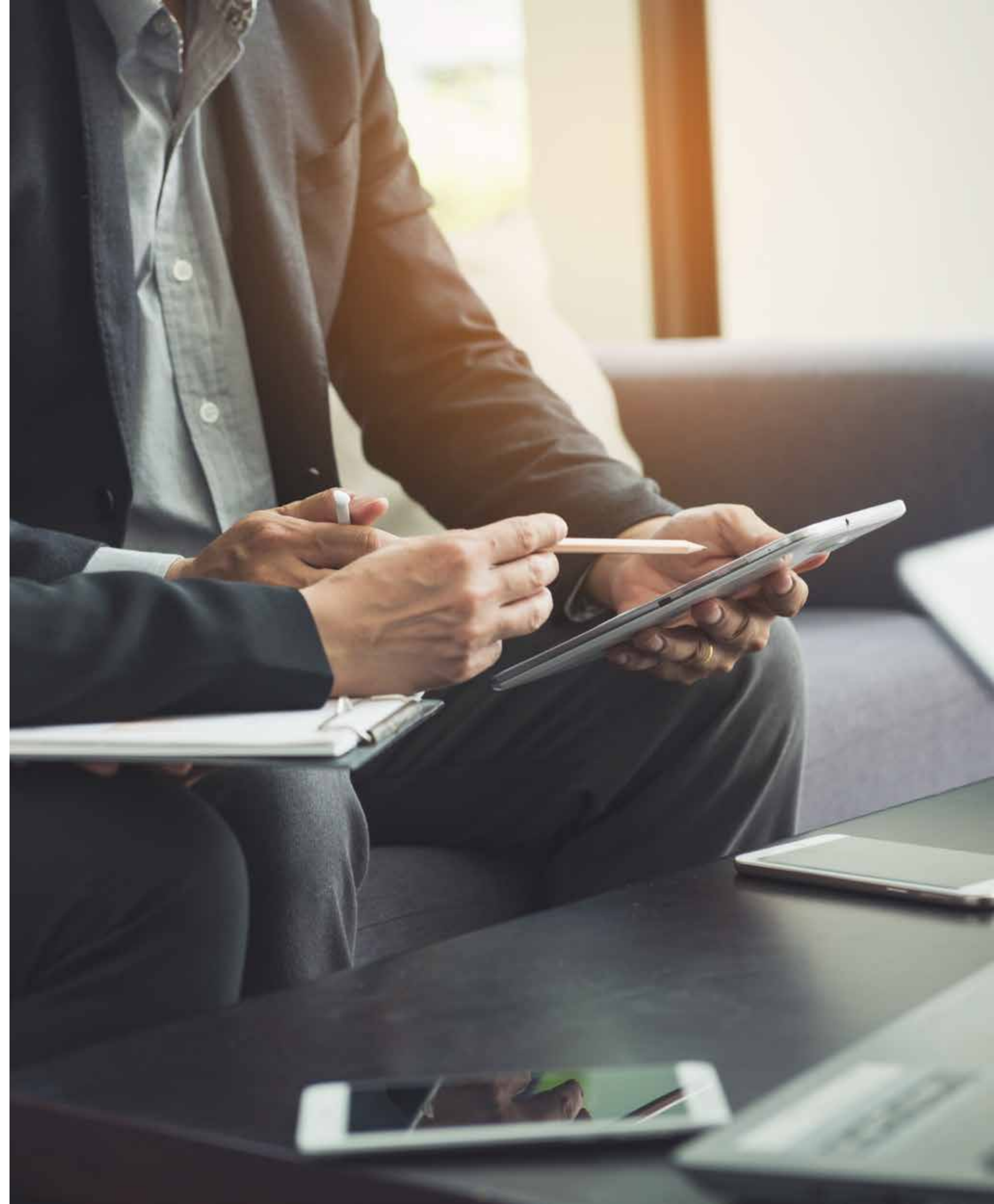


My Portfolio

My Approach to Delivering Results

My Approach to Delivering Results

1. Understand the purpose of the design to solve the problem.
2. Research and analysis.
3. Make a design map (sketch the idea).
4. Design implementation.
5. Evaluation.
6. Amendment, if any.



My Portfolio

Working Environment



Working Environment

I've always believed that diversity brings fresh perspectives and richer ideas. That's why I've collaborated with professionals from various countries working remotely has made it possible to bring together multiple nationalities under one virtual roof. It's not only reduced time lost in commuting but also boosted productivity and efficiency by allowing us to focus more on what truly matters: delivering high-quality work.

With the rise of business apps especially after the COVID era—communicating with clients has become easier and more effective. I now regularly connect with partners and clients through official platforms to ensure smooth collaboration and clear follow-ups on every project detail.

My Portfolio

Contact Details

Contact Details

Please contact me at if you
have any further questions at
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Or just visit my website
www.nazzaly.com

Thank you

By challenging key assumptions, we shape products and services that improve the lives of thousands of people every day.

Yaser Nazzal

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