



# Kusal Udharma

Digital Creative Director | UX/UI & Product Design Leader

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## 📄 Professional Summary

I'm an award-winning Digital Creative Director with 13+ years of experience creating user-centered digital experiences that deliver results. I specialize in scalable UX/UI solutions for B2C SaaS platforms, fintech, and enterprise clients, blending strategic vision with hands-on creativity. Known for building robust design systems, mentoring high-performing teams, and driving innovation, I've partnered with leading global brands to boost user engagement and achieve business goals. For me, design isn't just about making things look good—it's about solving real problems and making an impact.

**Current Location** Dubai, UAE

## ⚙ Skills & Expertise

### Design Expertise

- UX/UI Design
- Digital Product Design
- Design Systems & Guidelines
- Brand Identity & Visual Design
- Interaction & Motion Design
- Prototyping & Wireframing

### Leadership & Strategy

- Team Leadership
- Design Thinking
- Agile Methodologies
- CX Strategy
- Cross-Functional Collaboration
- Stakeholder Management

### Strategic Solutions

- Design Thinking
- Brand Strategy & Development
- CX Strategy/AIDA Framework
- Market Research/Trend Analysis
- Client Presentations & Pitching
- Performance Tracking

## 👁 Real World Skills

- Building and mentoring high-performing design teams
- Leading digital transformation initiatives for global clients
- Bridging design strategy with business objectives to drive ROI
- Implementing scalable design systems
- Streamlining complex workflows
- Enhancing customer engagement through user-centric design
- Maintaining a hands-on approach to projects, ensuring creative excellence at every stage
- Bringing a meticulous eye for detail to deliver polished, high-quality results

## 🏆 Awards & Accolades

### 2x Webbys

**Honoree Award** 2024

- Capital Bank Application
- Ministry of Tourism Saudi Website

### 1x Dubai Lynx

**Gold** 2019

- Young Lynx, Integrated Category

### 2x Behance

**Featured** 2014-2018

- Motion Graphics
- Packaging Design

## <> Technical Tools



Adobe Suite



Figma



Framer



Webflow



Cinema4d



Notion



Miro



Rotato



Sketch



Jira



Zeplin

## Head of Design

### Impact BBDO x Proximity

2018 - 2024 Dubai, UAE

Led a multidisciplinary team to deliver user-centric digital experiences across Fintech, Government, Hospitality, E-Commerce, Aviation, Automotive, and Brand platforms. Built scalable design systems, drove creative strategy, and collaborated with cross-functional teams to achieve measurable business outcomes.

#### Key Projects Across Industries:

- Directed a team of 15+ designers across 9 banking clients, increasing platform engagement by an average of 20%.
- Led the redesign of Capital Bank Jordan's digital platform, winning an Honoree Webby Award for excellence in User Experience in the Financial Services/Banking 2024 category.
- Designed UX/UI solutions for Al Hilal Bank, driving a 15% rise in customer retention.
- Implemented scalable design systems for SimplyLife's financial app, reducing time-to-market by 30%.
- Delivered innovative digital solutions for multiple global clients in Hospitality, Aviation, and Automotive industries, enhancing brand visibility and user engagement.

#### Ministry of Tourism Saudi Arabia Website (MT Sky):

- Spearheaded the redesign of the Ministry's digital platform, consolidating 40+ separate portals into a unified experience.
- Designed and implemented a scalable design system with 200+ reusable components, ensuring visual consistency and faster feature rollouts.
- Partnered with multiple teams and stakeholders to deliver the platform, achieving a 60% improvement in user satisfaction and a 40% increase in internal team efficiency.
- Won an Honoree Webby Award in the Government & Associations 2024 category

## Creative Lead

### Engageworks

2016 - 2018 Dubai, UAE

As Creative Lead at Engageworks, I led the design of innovative, tech-driven experiences across retail, property development, and corporate sectors. I guided creative strategy and execution for projects like real-time visualization for Twitter and interactive experiences for the World Government Summit.

## Head of Creative

### PICO Mena

2014 - 2016 Dubai, UAE

As Head of Creatives at Pico Plus, I led region-wide rebranding efforts and high-profile projects, including events and visual identity solutions for clients like Aston Martin and the Dubai Health Authority. I provided creative direction, collaborated with cross-functional teams, and mentored junior staff to ensure innovative, impactful brand activations across the Middle East.

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## Education

### Lasalle College of the Arts

#### Singapore

- Bachelor of Arts
- Diploma in Design Communication

Graduating class of 2011 Cumulative GPA: 3.8/4.0