

Alanoud Mohammed Aldamer

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Riyadh, Saudi Arabia

Senior Innovation programs & Digital Transformation

At Banque Saudi Fransi

EXPERIENCES

Senior Innovation Programs & Digital Transformation Banque Saudi Fransi

2023 January - Present

- Lead the implementation of digital initiatives, coordinating with internal teams or external partners, ensuring timely delivery and goal alignment while monitoring and adjusting project performance.
- Tracked and reported key innovation metrics, providing insights to drive the ideation products process.
- Created an innovation lab area from layouts to the build, technologies selected by the vision of the company, and innovation culture cost-benefit analyses, ROI projections, and risk assessments.
- Developed and monitored project plans. and executed initiatives.
- Spearheaded ideation sessions, prototype development, and implementation of innovative solutions.
- Established procedures and policies for innovation.
- Developing and executing digital projects that incorporate current products and artificial intelligence to align with the organization.
- Defining user-friendly interfaces and journeys that optimize the external and internal experience.
- Identifying internal and external needs to create innovative solutions.
- Conducted in-depth market research and analysis to identify opportunities and threats in the market.
- Integrating "Digital" product business models.
- Maintaining awareness of external digital developments and their impact on the innovation strategy.
- Partnerships contracting.
- Experienced in creating innovative culture internally.

Senior UI UX Banque Saudi Fransi

2022 September -2023 January

- Managing the sub-brands for the digital applications and websites
- Managing user interface design for bank websites, mobile apps, and software applications.
- UI UX Research.
- Wireframing and prototyping, testing user interface designs before implementation
- Organizing component libraries.
- Testing and quality.
- Collaborate for quality digital services.
- Developing and engaging design with IT.
- Collaborating with the marketing team to share the platform's main features.

SUMMARY

Leadership experience in Innovation Labs, Digital Transformation, Creative Environments, and driving innovative initiatives Idea management within organizations.

HIGHER EDUCATION

Bachelor of Fashion & Textile Design | Art and design collage with GPA 4.21 Out of 5

Princess Norah Bint Abdulrahman University.

CERTIFICATES

2024

- **Digital Project Management Nanodgree**

2023

- **BSF Leadership Champion, Innovation Department.**

2022

- **MINI MBA**

2020

- **Fintech Program**

COURSES

2023

- Sustainability, governance and environment in the financial sector | Financial Academy.

2030

- Fintech intro Hong Kong University | Fintech Saudi

2023

- Exclusive Technology Training Center, Projects Management Professional **PMP**

2022

- International Business Management Institute (IBMI) **Mini-MBA**

2021

- Udemy, Digital Marketing 12 Courses in 1 Online Course.

2020

- Skillshear, Intro to mobile app design with Sketch UI/UX designing Course.

2020

- Ithra'ai, Principles of government accounting Course.

2020

- Monsha'at Acadamy, Managing Financial Performance Effectively Course.

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Senior Innovation programs & Digital Transformation

UI UX Officer

Banque Saudi Fransi

2021 Jan -2022 September

- Product implementation by designing and creating the graphical user interface for websites, mobile apps, and software applications.
- Developing wireframes and interactive prototypes to visualize and test the user interface design before implementation.
- Analyzing the needs, preferences, and behaviors of the target audience. This information informs design decisions.
- Use design tools such as Adobe XD, Sketch, Figma, or other software to create and iterate on UI designs.
- Creating and organizing component libraries.
- Participating in the testing and quality assurance process to ensure that the designed UI functions correctly and is free from defects.

Coop | Digital designer UI UX Fintech Program.

Banque Saudi Fransi

2020 June- 2021 December

- I was a member of the design team working on the UX workflow & wireframe.
- Created a fintech project.
- Assisted the fintech team with a digital finance project.
- Digital designing solutions
- Presented regular reports to manage the team.

Intern | Marketing & Corporate Communications Department.

Quality Of Life Program

2019

- Graphic designing.
- Communications.

Part Time | Graphic Designer

&morecreative studio

2017-2020

- Worked in Branding strategies, branding identity.

PROJECTS

At Banque Saudi Fransi

Innovation Lab Strategy and ecosystem

Innovation lab design and experience

Home Finance Mortgage Digital Project

Fransi leasing JB App & Launch experience

Innovation & Treasury

Internal Platforms.

2020

- University of Pennsylvania, English Entrepreneurship Course.

2020

- Princess Nora Bint Abdulrahman University, International Adobe Workshop

2019

- Misk Global Forum ,Youth, and Entrepreneurship Workshop.

2018

- Misk Fondation Workshops, #SheMeansBusiness.

SKILLS

- Thorough knowledge of banking products and services
- Market research
- Risk management techniques
- Presentation and project management skills, Delivery Time line creation.
- Stakeholder management skills
- Innovative and creative approach.
- Ability to work independently and team.
- Team Management Models
- Strong written and verbal communication in English & Arabic
- Researcher
- Ideation
- Work shops organizer
- Superior quantitative problem solving skill

TECHNICAL SKILLS



REFERENCES

Available on request.