

Digital Product Development | Innovation & Entrepreneurship

Professional Summary

Digital product builder combining business acumen, UX and visual identity design, software development, and applied AI. Has founded and run private businesses and worked in industrial settings and international e-commerce. Currently develops live digital platforms (some personally owned, some built independently, some in partnership), turning organizations' needs into clear, practical, and tested solutions.

Core Competencies

- **Business:** Innovation & entrepreneurship · Business establishment & development · Project management & implementation
- **Product & design:** Product strategy & digital product development · UI/UX design · Visual identity systems
- **Research & quality:** Feasibility studies & business research · Applied artificial intelligence · Quality assurance & testing

Professional Experience & Entrepreneurship

Founder & Owner

ZUHAL — Technology business · [Personally owned](#)

- Established a technology business focused on digital systems, platforms, applications, and business technology solutions.
- Created the visual identity and brand guidelines, and developed the company website.

Founder, Product Designer & Developer

RITM and WASLA — Digital platforms · [Personally owned](#)

- Head product strategy, UI/UX, visual identity, frontend and backend development, databases, and automated testing for both platforms.
- RITM: an operational work-management platform supporting tasks, workflows, team coordination, user roles, and bilingual interfaces.
- WASLA: a digital-presence and content platform with existing users; its mobile application is under development.

Independent Product Developer, Concept to Execution

MEYAR — Healthcare technology platform · [Independently developed](#)

- Conceived, researched, and planned a platform for medical organizations, clinics, and home healthcare.
- Designed the visual identity and brand guidelines, plus the UI/UX for twelve operational modules.
- Built the bilingual website and the interactive product prototype.

Co-founder

SEEN — Creative studio · [Partnership](#)

- Co-founded a studio for visual identity, marketing, and creative production, and contributed to its website and digital platform.

Partner — Design, Research, Development & Relationships

ATHAR — Published Islamic application · [Partnership](#)

- Partner on a published app covering the Quran, supplications, and prayer-related features.

Custom Digital Systems

Client and organizational projects · [Confidential details](#)

- Worked on specialized digital systems for clients and organizations, including monitoring-related and shared-workspace systems; details remain confidential.

Founder & Operator

Private business · **Personally owned**

- Founded and operated a private business, managing customers, operations, and financial challenges.

E-commerce Founder & Operator

International e-commerce · **Personally owned**

- Established and operated online stores targeting the United States, Canada, Australia, and Europe.
- Worked with suppliers and factories in China on sourcing and logistics.

Technical Fieldwork

Industrial sector

- Approximately two years of technical fieldwork in industrial environments.

Selected Digital Projects

- **ZUHAL** zuhalos.com — Technology business for systems, platforms, and applications
- **RITM** riitmos.com — Operational work-management platform
- **WASLA** mywasla.com — Digital-presence and content platform with existing users
- **MEYAR** meyaros.com — Healthcare technology platform: bilingual website and interactive prototype
- **SEEN** creativestudioseen.com — Co-founded creative studio
- **ATHAR** apps.apple.com/app/id6806411693 — Islamic app published on the App Store, built in partnership

Technical Capabilities

- **Web:** JavaScript, TypeScript, React, Next.js; RTL/LTR interfaces
- **Mobile:** Swift, React Native, Expo
- **Backend & data:** Databases, Supabase, API integrations, backend development
- **Design:** UI/UX, design systems, visual identities, brand guidelines
- **Quality:** Functional and interaction testing, Playwright, responsive and visual QA

Business Research & Applied AI

Business research & development

Feasibility studies · Market research · Business research · Competitor analysis · Product concept validation · Project evaluation · Business reports · Company and project profiles · Business proposals · Presentations · Project planning · Business development

Applied AI

Requirements analysis · Development support · Code review · Workflow automation · Rapid prototyping · Human verification of generated results · AI-assisted video and music production

Education

Higher Diploma — Electrical Technology

NITI — National Industrial Training Institute

Languages

Arabic (native) · English