

Hanan AlAnazi



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Experience

UX Design and Research Lead

Oct 2025 - Present | Freelance

- Lead UX, Service Design, and Experience Strategy to scale-up teams in establishing UX functions, defining UX roles, workflows, design standards, and collaboration models with product and engineering.

Service and Experience Design Specialist

Aug 2023 - Sept 2025 | Saudi Post - SPL

- Led 19+ Service and Experience Design projects to deliver new and enhanced services by service mapping, 25+ workshops facilitation and prototyping in diverse service areas, driving optimized backstage operations and seamless front-stage touch-points
- Led complex Research, Mapping, and Testing initiatives for key service issues, including returns, damaged shipments, and biopharma. Conducted 15+ site visits to observe front-line experiences and identify pain points. Led 19+ testing sessions to evaluate prototypes, and incorporate user feedback to delivered solutions.

Senior UX Designer

Dec 2022 - July 2023 | MRSOOL

- Managed product design in Customer Support Initiative, envision UX roadmap with initiative milestones, complaints workflows and journeys.
- Designed 14 solutions that accelerated agent handling time from days to around 10 minutes to boost user satisfaction and support efficiency.

UX Designer

Feb 2021 - Dec 2022 | MRSOOL

- Shaped 12 experiences within 4 platforms targeted to customers, partners, recruiters, and employees across iOS, Android, and Web.
- Initiated Courier Experience with 3 core features for delivery fulfilment and collaborated in Courier Discovery Research to evaluate concepts and prototypes.

UX Intern

Jun 2020 - Dec 2020 | TAMx

- Coop internship involved working with TAM teams and clients to deliver client proposals, workshops and projects across various industries and government entities.

Education

Tuwaiq Apple Academy

Game Design and Development - Feb 2026

Misk Skills and MCIT

Game Design Fundamentals - Dec 2025

Service Design Network Academy (SDN)

Service Design Masterclasses - Professional Accreditation | May 2025

Nielsen Norman Group (NN/g)

UX Certificate (UXC) | Feb 2024

McKinsey and Company

Forward Program | Sep 2022

Udacity

Product Manager Nanodegree | Jun - Sept 2021

Digital Marketing Nanodegree | Aug - Nov 2020

Prince Sultan University

Bachelor's in Computer Science (Digital Media Systems) | Aug 2015 - Dec 2020

Toolkit

Design

Figma, Miro, Adobe Illustrator, Adobe XD, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Webflow.

Research and Testing

Amplitude, Hotjar, Lyssna, Typeform, Google Analytics, Zendesk Analytics, Qualtrics, Zoom.

Product and Project Management

Notion, Jira, Confluence, Trello, Monday, Loom.

Memberships and Licenses

Professional Member, Service Design Network (SDN)

May 2025

Member, Interaction Design Foundation (IxDF)

Jan 2021



Achievements and Honor's

Forensics and Toxicology Sample Delivery

Jan 2025 | Saudi Post - SPL

Led Design of secure cold-chain logistics service for delivering forensic and toxicology samples between Ministry of Health Labs, achieving target revenues within 5 Months of service launch.

Naqlthon2 and Naqlthon3 Mentor | Transport

General Authority (TGA) ↗

Dec 2023 and Dec 2024 | Saudi Post - SPL

Mentored participants in the 4-day TGA Hackathon, transforming concepts into innovative industry solutions.

SPL Service Blueprints Library

Dec 2024 | Saudi Post - SPL

Published SPL's Service Blueprint Library, featuring 8+ maps that capture discovery insights and complex systems for all employees.

Innovation Challenge 2024 (Cash Journey) ↗

Nov 2024 | Saudi Post - SPL

Led plan and design, including topic selection, participants journey and ideas evaluation. Mentored participants to gather 124 ideas, resulting in 3 winner solutions for the Cash Challenges.

Customer Support Initiative UX Roadmap ↗

May 2023 | MRSOOL

Mapped UX Roadmap for support milestones, guiding teams to improvements. Aligned the Customer Support Initiative with MRSOOL's vision, ensuring strategic grounding for growth.

Zendesk Support System Integration ↗

Oct 2021 | MRSOOL

Streamlined support workflows by integrating Zendesk to serve partners and mobile users in COVID peak delivery, optimizing support solve rate to match delivery apps benchmark after launch of In-app support channels.

Miro Webinar Facilitator ↗

Dec 2020 | Prince Sultan University (EdTech Club)

Facilitated a 2-hour webinar during COVID-19 for 25 participants, introducing 13 Miro core features through a guided tutorial and interactive challenges to support E-learning and build remote collaboration skills.

Skills

Experience and Service Design

Applied a holistic, research-driven approach to design, delivering 30+ solutions for new and enhanced products and services across food-tech, cold-chain logistics, government, Retail and logistics sectors. Leveraged methods such as ethnographic research, user testing, prototyping and service blueprinting to design impactful user experiences across complex and critical service ecosystems.

Product and Project Management

Shaped 3+ product roadmaps based on evolving market and user needs. Led sprint planning, scoping, and requirements elicitation to drive execution, while managing cross-functional stakeholders, partners, and vendors for alignment and delivery.

Community Building and Design Management

Led program design and community initiatives aligned with SPL org goals, including pipeline creation, meetups, and workshops. Facilitated cross-functional collaboration across 28+ departments, to uncover 40+ sprint opportunities. Directed strategic explorations to align with annual departmental objectives, guiding teams and partners toward target service outcomes.

Organization and Planning

Managed Design/Research Ops and led SPL Design Sprints by the design of a standardized sprint toolkit. Templetized 16+ core materials—including sprint plans and kickoffs, Miro boards, standups, checkpoints, deliverable reports, Figma files, workshop assets, blueprint maps, user test and interview guides—enabling efficient, repeatable sprint execution and cross-team alignment.

Languages

Arabic (Native) - English (Proficient) - Japanese (Beginner)