

AYA ALSHANTEER

BUSINESS ANALYSIS | DIGITAL TRANSFORMATION | DESIGN-LED SOLUTIONS

Amman, Jordan | Abu Dhabi, UAE contact | Open to UAE opportunities
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PROFESSIONAL PROFILE

Business analysis and digital-solutions practitioner combining full-time retail digital operations, design-led client projects and software engineering studies. Experience defining requirements, pricing rules, workflows, campaign reporting and AI-assisted prototypes, with iterative testing and Agile-oriented project coordination.

PROFESSIONAL EXPERIENCE

Al Amer Mobile, Jordan | Full-time | 2022-Present

Digital strategy, campaign reporting, retail promotions and business-solutions work. Specified pricing and offer workflows and developed demonstrative prototypes. Client-facing deployment or financial impact is not claimed without verification.

AYA DESIGN | Independent creative and digital practice | 2021-Present

Design, branding, digital content and marketing services. Advanced Canva workflows, UI/UX design and client communication. More than 1,500 advertising creatives produced (self-reported).

UI Design Department | The Hope | Feb-Apr 2023

Documented department experience, separate from the UI/UX training certificate.

Emirates Education Academy, UAE | Classroom Teacher, Grades 1-3 | May 2018-Feb 2021

Previous professional experience in the UAE, including structured communication, teaching and supporting diverse learners.

SELECTED PROJECT EVIDENCE

AlAmer Sales, Pricing & Offer Intelligence: business rules, minimum-price guardrails, functional requirements and prototype testing.

Algorithm Benchmark Dashboard (academic GP1): algorithm profiling, learning UX, requirements and diagrams; future Battle Arena concept not delivered.

AlAmer Gift Card: launch business case, interactive product concept and illustrative financial scenarios; no realized sales results claimed.

ASIS / Warehouse: inventory process analysis, Excel record structure, requirements and operational workflow studies.

Advertising Intelligence: analysis of historical campaign-detail records with reporting and decision support; no direct sales attribution.

EDUCATION & CREDENTIALS

B.Sc. Software Engineering | Amman Arab University | Expected August 2027 (in progress). Program carries EUR-ACE quality label.

Bachelor of Education - Classroom Teaching | University of Jordan | 2018.

User Experience & Interface | Princess Sumaya University for Technology | 40 hours, 2024.

UI/UX training | The Hope | 32 hours, 2023. Digital Marketing Fundamentals | Maharat min Google | 2021.

EF SET: C1 Advanced, 61/100 (Reading & Listening only), 2026.

METHODS & TOOLS

Requirements Engineering | Agile methods | Jira | ClickUp | Canva (advanced, self-reported) | Figma | HTML/CSS/JavaScript | Python | C# | C++ | Git | GitHub | Visual Studio Code | MySQL / SQL | Excel | Meta Ads Manager | Google Ads | ChatGPT | Claude | Gemini | CapCut