user experience design.

2025 portfolio

abdullah
eldurini

welcome on board.

●●●

want to know me?
check my timeline.

First Story Made

*I met Ms. Amal, she
taught me how to draw
and make short stories*

Abdullah Eldurini

*Father. Nabil
Mother. Lamis*

Making Things Beautiful

*Teacher Mahmoud Jasser
was drawing English letters
in 3D, it was so cool!*

| 1995 | 1996 | 2000 | 2001 | 2004 |

**First Step
on Earth**

School Started

*I met my friend Mahmoud
Hammouri, who will have
huge impact on me in 2017*

My Partner in Crime!

I met Suhaib Salman who became my best friend, and work partner at 2018

Problem Solving

Teacher Mahmoud Darwish taught us how to simplify complex maths equations, his way of thinking helped me to analyze and simplify sophisticated problems

2005   **2007**   **2008**   **2012**   **2013**

Never Cheat Again

Teacher Ashraf caught me cheating, and it was the first and last time I cheated

First System

Teacher Abdulrahman Hasan taught us Arabic grammar structure, and how to systematize our language to use it

GRADUATED HIGHSCHOOL!

Got 93%

Don't have time? Skip this section

Precision in Delivery

I met my friend Sultan Al-Fuqaha', and I learnt from him how to take care of details... luckily we will work at the same place at 2020!

University Started

Student at the faculty of Architecture & design at Petra university, Amman.

Think Human...

I met Dr. Shatha Malhis, who taught us how to "think human", and how to plan users journey within context, and how to create not only good experience, but an unforgettable one!

2013

Thinking in 3D

I met my friend Ghaith Awad, who taught me how to sketch and draw perspectives, and we were almost criticizing every single idea until we are convinced with it.

Breaking Boundaries!

It was the year I broke all the barriers in my mind, where Dr. Leila Al-Bustami taught us how to ask the critical questions about things, which will make us understand how things function, and used by humans.

Don't have time? Skip this section

Scenario Making

I met Dr. Aya Musmar, who made us create scenarios for our projects, which let us detect critical issues in our users journeys and flows, luckily I will work with her at 2019!

GRADUATED UNIVERSITY!

BSc. Architecture
GPA: 3.51 (3rd)

2018

Be Passionate!

It was the year Arch. Samar Tarazi taught us landscape design, where we learned to blend beauty and function in one place!

Think As a New Born...

"Imagine you were in a coma, and woke up, what are the main questions will you ask? these things that actually matters"... these words by Arch. Sinan that I talked to him for less than 5 minutes has changed my way of questioning things.

Don't have time? Skip this section

First Actual Audit

I met my friend Mahmoud after 5 years, he asked me to *check an app* he was managing at that time, and we had a really fruitful conversation, then *he introduced me to the term "User Experience Design"*.

Back to Petra University

I started working as a TA at Petra university, where I got inspired by hundred of amazing students, and it was the first time to *work with big insutions... and massive documentation!*

The Best Way to Learn is To Teach!

I started recording tutorials for students during Covid-19 to help them in several softwares.

2018   **2019**   **2020**

Big Scale? No Problem!

I worked with Arch. Sakher Dudin, that told me to master, *"the art of being small"*... I didn't get it at the beginning, until I understood that it's "the art of making things under control", he taught me how to *manage big scale projects*.

Covid-19? Let's Go Virtual!

Quarantine started I got really into *Augmented Reality and Mixed Reality*, to a level that I worked with my friend Sultan on the *FIRST AR APP* for the yearly exhibition (2022), which was the first in Jordanian universities ever!

Don't have time? Skip this section

Advance User Experience

I started to learn more about mixed reality and immersive technologies, and made my first interactive educational MR app for the HTU.

UX Design is About Answering Questions

I met Fadi Sabbagh, my manager and my mentor at the same time. He has widened my thoughts about user experience and how to ask critical questions to find satisfying answers!

2022   **2023**   **2025**

Moved to HTU

I started working at AlHussein Technical University as a teaching and research assistant, where I truly met inspiring professors, and absorbed the PIRSON educational system.

Chain Reaction Era!

I started working with Chain Reaction, a leading digital marketing agency, where I was exposed to different kind of projects and business models.

WE ARE FINALLY HERE!

it's 2025!

Don't have time? Skip this section

that's me, Abdullah...
a collection of people
I met through my life!

hello.

Abdullah Eldurini, a User Experience designer who's been working on dozens of applications, websites, SaaS projects, and business innovative ideas. With 6 years of experience, 2 startups, and over 50 projects, we are willing to keep creating "revenue driving" and user-centric designs for your business.

about me.

Abdullah Eldurini
24th October 1995
Made in Jordan

Bsc. Architecture
Petra university
GPA: 3.51

abdullah@eldurini.com
+962 78 849 6363
www.eldurini.com

Arabic (native)
English (IELTS 6.5)
Spanish (learning)

skill set.

user experience design.

Figma Adobe Xd

MailChimp Hotjar

Google Analytics

visual design.

Illustrator Photoshop

Premier Pro After Effects

Indesign

virtual experience.

Unity3D Vuforia

Blender SketchUp

technology.

HTML CSS

JavaScript Csharp

Flutter Dart

management.

JIRA PowerPoint Excel Word

experience.

UX/UI Designer
Chain Reaction (Mar 2023 - Recent)

- Creating fully working prototypes using Figma.
- Planning user journey maps and user flow diagrams.
- Setting the information architecture for various system projects, including e-commerce, banking, and libraries.
- Conducting UX research for multiple projects and systems.
- Collecting project requirements and working on SaaS projects.
- Collaborating with developers, content creators, and SEO specialists across teams.
- Working directly with clients and receiving feedback.
- Creating UX and UI technical and functional audits for websites and applications, and specifying areas for improvement.
- Conducting market research and analysis.
- Creating RFPs (Requests for Proposals) and pitch decks for clients.
- Contributing to the selection of required technologies for website and app features, including search methods and data sorting.
- Organizing internal workshops and orientation sessions for other departments on the latest UX software updates.
- Preparing and leading training sessions for UX interns.

Founder | Head of Design & Technology
Unreal Peek Platform (Mixed-Reality Platform) (Sep 2023 - Recent)

- Setting strategies and business models for the platform.
- Developing storyboards for events within the app.
- Working with Unity3D and Vuforia engine to create mixed-reality (MR) experiences using AR technology.
- Developing & publishing the Android and iOS app.
- Designing online and offline materials for events & campaigns.
- Preparing online and offline tutorials for app usage.
- Conducting manual QA testing and fixing app bugs and issues.

Co-Founder & Business Director
Wassilni Application (Feb 2019 - Recent)

- Business development and strategic planning.
- User experience architect and designer.
- Setting information architecture diagrams and user flows.
- Collecting direct feedback from users and tracing their actions through the application and analytics.
- Working on visual design and marketing strategies.
- Serving as a technical advisor and contributing to backend structure design and data sorting methodologies.
- Preparing business documents for investors & partnerships.
- Conducting manual QA testing & detecting usability bugs.

Teaching & Research Assistant
Al Hussein Technical University (Sep 2022 - Feb 2023)

- Conducting research with professors and researchers.
- Leading design studios and voluntary workshops on design software for students.
- Creating and operating an educational AR application.
- Developing project descriptions and class objective plans.

Teaching Assistant
University of Petra (Oct 2019 - Aug 2022)

- Assisting professors in design & technical studios and contributing to scientific research, studies, & project planning.
- Leading workshops on various design and technical software.
- Creating an AR application for the yearly exhibition and preparing all necessary assets for the Department's corner.

Design Architect
SM Dudin - Architects & Consultants (Mar 2018 - Jun 2019)

- Working on design and technical drawings for several commercial, residential, and entertainment projects.
- Preparing conceptual & detailed 3D models & renderings, developing design concepts & ideas throughout the project.

education & certificates.

BSc. Architecure
University of Petra (Oct 2013 - Mar 2018)

- Graduated as the 3rd in class with a GPA of 3.51/4.0.
- Studied principles of architectural design, human behavior, spatial experience planning, and design history.
- Participated and led over 13 design studios & 5 workshops.

JEA Member
Jordanian Engineers Association (Mar 2018)

- Registered member of the JEA since 2018.
- Active member Jordanian Architects Society.
- Participates in local design events.

Autodesk Certified Professional
Autodesk | Revit Architecture ACP (Jun 2018)

- Achieved a score of 950 out of 1,000 in the ACP for Revit Architecture certification, demonstrating advanced technical proficiency in the software & strong project management skills.

leadership & research.

Figma for Developers
Chain Reaction (Since 2023)

- Leading multiple Figma workshops for designers & developers, covering design techniques in Figma, development code, and the workflow for user experience projects.

Way Finding at Tank Museum
Dr. Shatha Malhis (Oct 2019)

- Contributed in a research that studies Tank Museum visitors flow and journeys during their exploration to the museum section, in order to study their behavior and study why they are missing important sections in it, and analyze their walking path and time session for each section.

Border 'Immaterialities'
Dr. Aya Musmar - Al Za'tari Refugee Camp (Sep 2017)

- Organized a workshop for refugees to develop their ideas within UNHCR Local Mubaderoon Initiative (for Refugees startups).

about this section.

This section will be representing selected projects, including startups, technologies, e-commerce, SEO and informative websites and applications. Also will describe my role in each of them as a user experience designer, director, and product owner... ENJOY!

01. wassilni app.

02. unreal peek.

03. systems & e-commerce.

04. interactive design.

05. SEO projects.

06. informative websites.

geo-based projects? check wassilni app then!

Wassilni - Ride Sharing App

Description
Wassilni is a road sharing app that groups riders and passengers going on the same direction, to ride and split transportation costs between each others.

The app not only focusing on users locations, it also takes their demographics into consideration of the transportation experience.

Role and Impact
- Co-founder and user experience architect.
- Business development and strategic planning.
- Head of design and marketing.
- Technical advisor and contributing in the backend structural design.
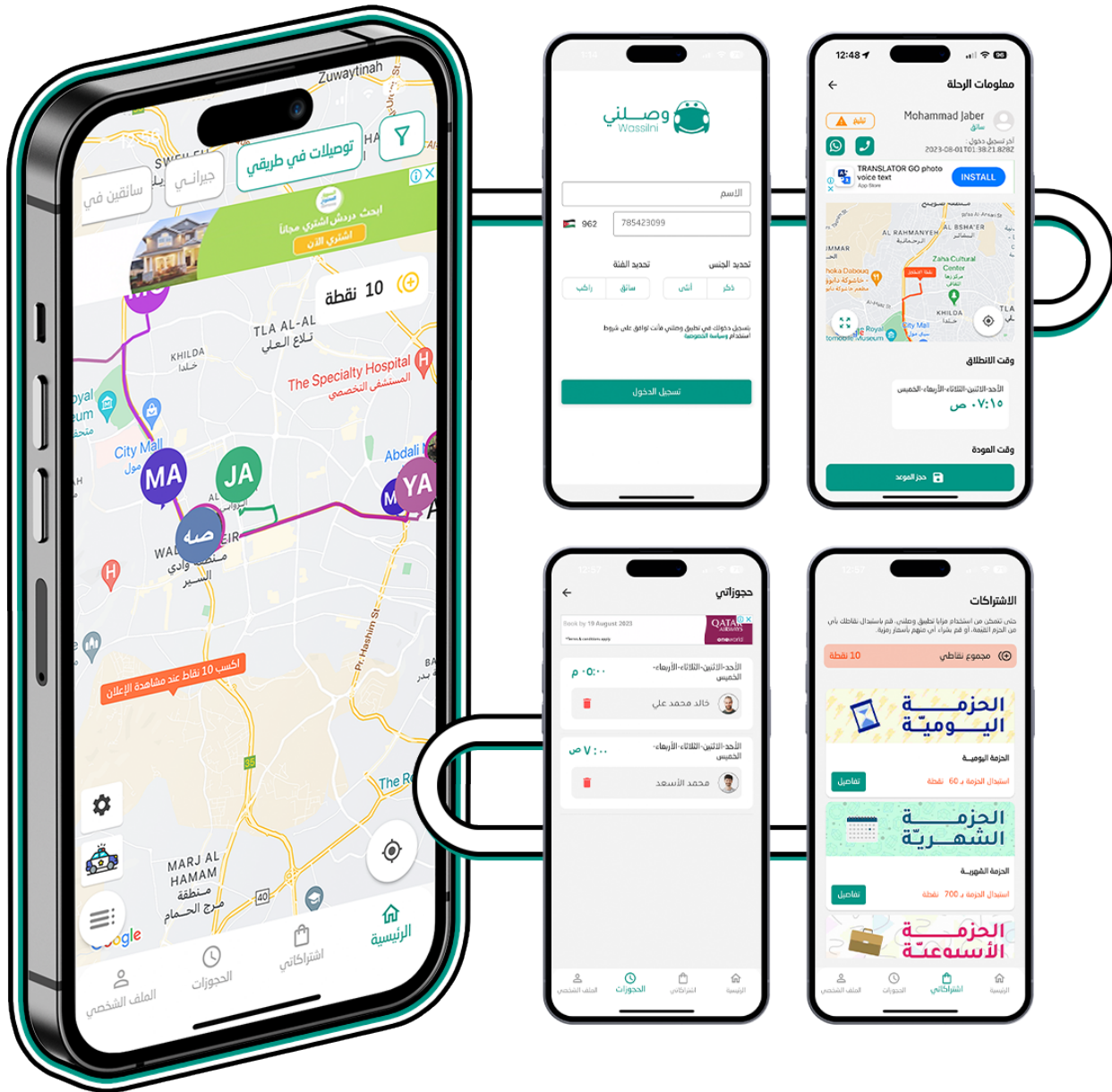- Data collection & analysis.

Figma   Firebase   Flutter

Worked for Wassilni group
App link available

first release (v1.0)

It was the first version of Wassilni, where people simply ask for "driver" or "rider" by typing down their locations & destinations only (text-based).

In this version, we notices users started to add their path as text in their destination field, which made us adding extra field for "paths".

How To Register?
Simply, just add your name and phone number then create a "ride offer" by inserting departure and arrival locations and times.

Social & Cultural Responsibility
Wassilni utilize users demographics to enhance transportation experience in terms of safety and personalization.

The system offers "incognito" experience, where users can explore the app without being visible, or chose for which gender they want their ride offers to appear (all genders or same gender).

For extra safety, we've restricted the app use to "university students" only, and they needed to upload their university ID to be manually verify it by Wassilni team.

Sponsored by Umniah

+2,500
Monthly Active Users

+4,000
Verified Account

second release (v2.0)

We have changed the whole location system from "text-based" to "pre-defined regions" system, so users can select their locations, paths, and destinations, from a static list.

By adding this feature, we helped riders and passengers finding each others by creating a simple filtering system where you can filter "rides offers" from a specific region to another, or finding people on your path.

New Mindset - New Features
At Wassilni, we believed that out service provide communication through transportation, that's why we added "services" feature, where all users can specify some services they can provide to other users, in order to create oppositeness of work and networking.

+4,500
Monthly Active Users

+12,000
Verified Account

third release (v3.0)

The Maps Era has arrived to Wassilni, we have updated our system to include Google maps integration which helped users to set their home and work locations effortlessly.

The system was design to draw the routs from their locations to their destination, then collect people sharing most of the path together, and show them on the map.

Users can contact through phone call, WhatsApp, or messages.

Our First "Online" Revenue
Our previous model was relying on offline ads. where merchants used to pay for us to plug their ads. inside the app advertisement banners; But with this system, we used Google AdMobs, where it became a sustainable model to gain money through using the app only.
Also, we have developed a subscription model, where wassilni users can collect points by watching the ads. and use them to purchase daily, weekly or monthly packages to use Wassilni service, or buy these packages directly through an in-app purchase method.

+8,500
Monthly Active Users

+31,000
Verified Account

unreal peek platform... reality is now mixed!

Unreal Peek - Mixed Reality Event Planning App

Description
Unreal Peek is a hybrid event planning app that uses Mixed Reality (MR) to create immersive events & ground breaking virtual events within a physical context.

Using AR technologies, Unreal Peek is focusing on the entertainment and v-commerce projects and events.

Role and Impact
- Founder and user experience architect.
- Business development and strategic planning.
- Storyboard design and development.
- 3D modeling & animations.
- Programming and setting up the AR environment.
- Publish Android & iOS apps.

Figma   Unity3D   Vuforia   Blender

Worked for Eldurini
App link available

between reality & virtuality.

Unreal Peek is made to make events more immersive and more accessible. With it's "Tap-and-Go" experience, users can simple open the app, hit the "play" button and start living the most immersive MR experience by targeting the app camera towards specific markers!
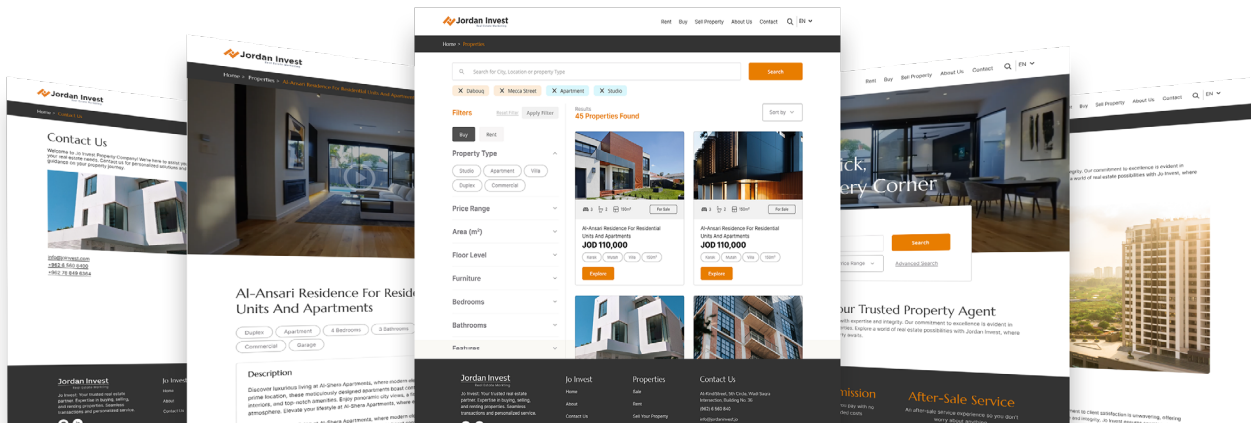
Jordan Invest - Properties Finder Platform

Description
Bethra platform is a mobile & web platform that helps agricultural vendors to connect with end users and create their own online stores.

My role as the designer of this project was to create a full UX/UI design with working prototype to make sure all business requirements are fulfilled.

Role and Impact
- Collecting and specifying project requirements.
- UX/UI design prototype for the website.
- Managing meetings and receive client feedback.
- Contributing in the backend design and the properties search & filtering methods.
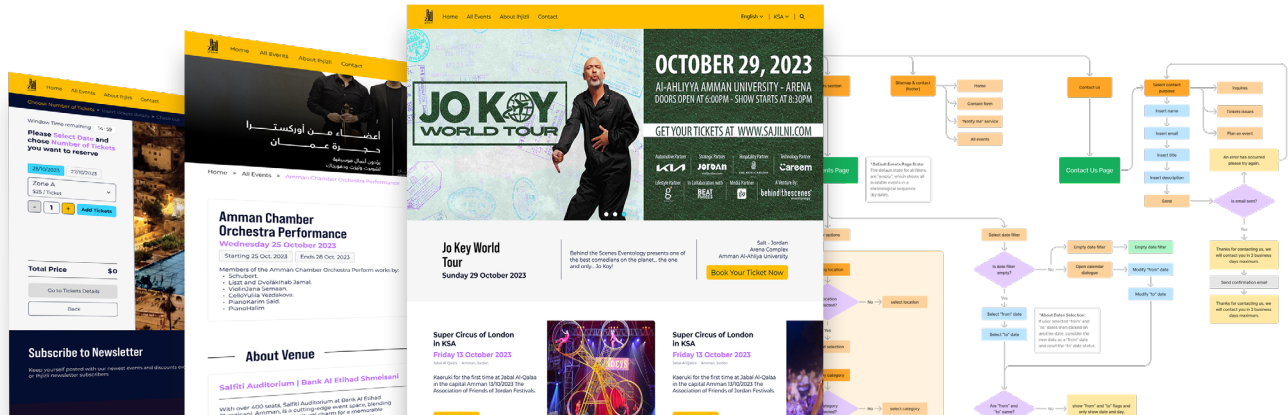
Figma   Illustrator

Worked for Chain Reaction
Website live link available

Ihjizli - Tickets Booking System

Description
Bethra platform is a mobile & web platform that helps agricultural vendors to connect with end users and create their own online stores.

My role as the designer of this project was to create a full UX/UI design with working prototype to make sure all business requirements are fulfilled.

Role and Impact
- Collecting and specifying project requirements.
- UX/UI design prototype for the website.
- Managing meetings and receive client feedback.
- Contributing in the backend design and the tickets purchase, search & filtering methods.
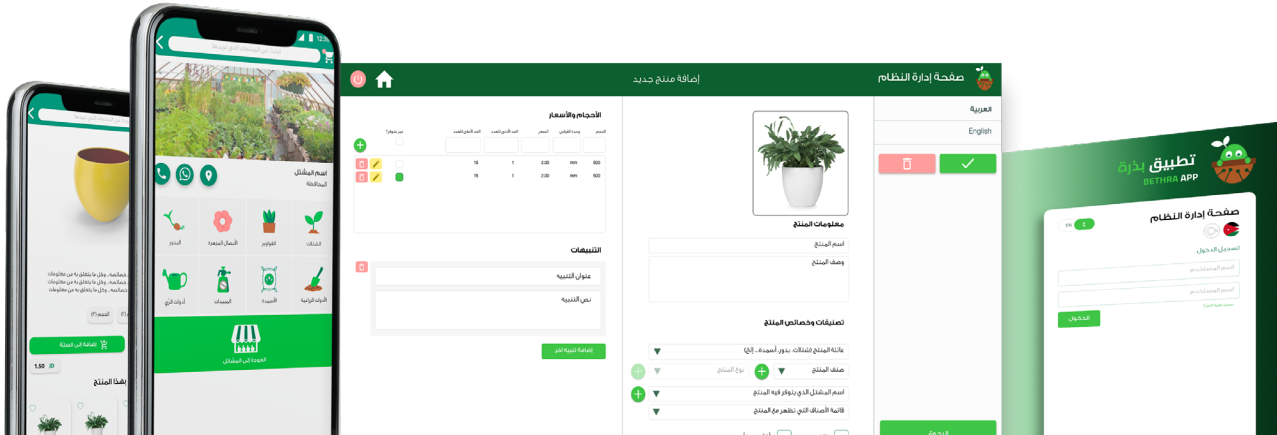
Figma   Photoshop

Worked for Chain Reaction
Design available in-person

Bethra Platform

Description
Bethra platform is a mobile & web platform that helps agricultural vendors to connect with end users and create their own online stores.

Merchants can subscribe to the app to open and manage custom online stores, upload & categorize items, and accept orders inside the app.

Role and Impact
- Branding, logo design and animation for Bethra.
- UX/UI design prototype for the app & the admin panel.
- Contributing in database design and app operation strategy.
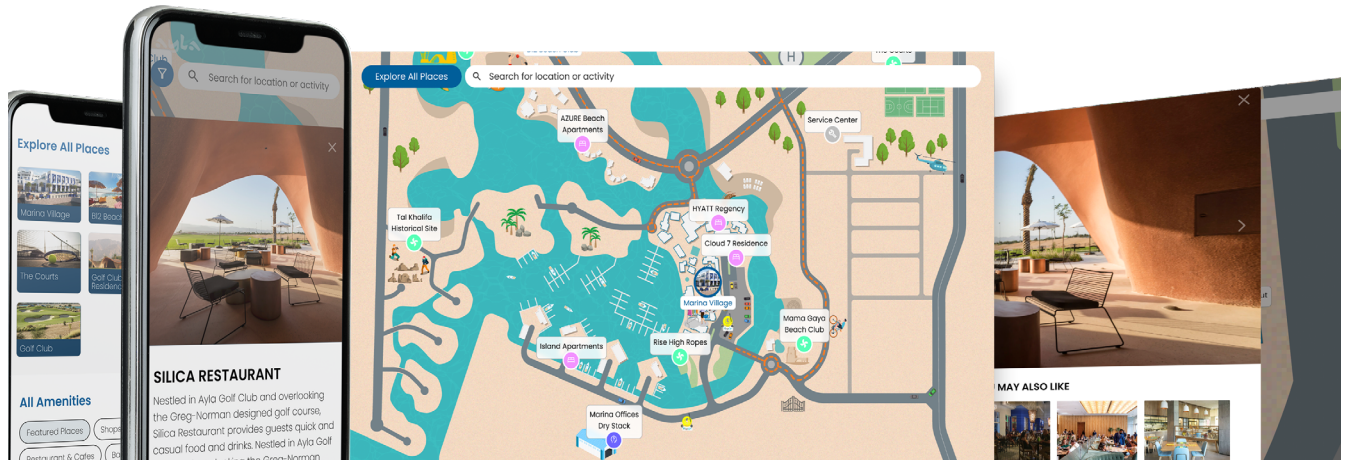- Managing meetings and receive client feedback.

Xd Adobe Xd   **Firebase**   **Flutter**

Worked for Bethra Co. 🔵
Design available in-person

interactive designs.

AYLA Interactive Map

Description
Ayla (recreation village in Aqaba) has decided to create a custom map on their website to helps its visitors to navigate through the village and locate restraurants, cafe's and more.

The map included custom visual design, micro animations, search and filtering options.

Role and Impact
- UX/UI design prototype for the interactive map
- Creating custom micro animations for the map elements.
- Managing meetings and receive client feedback.
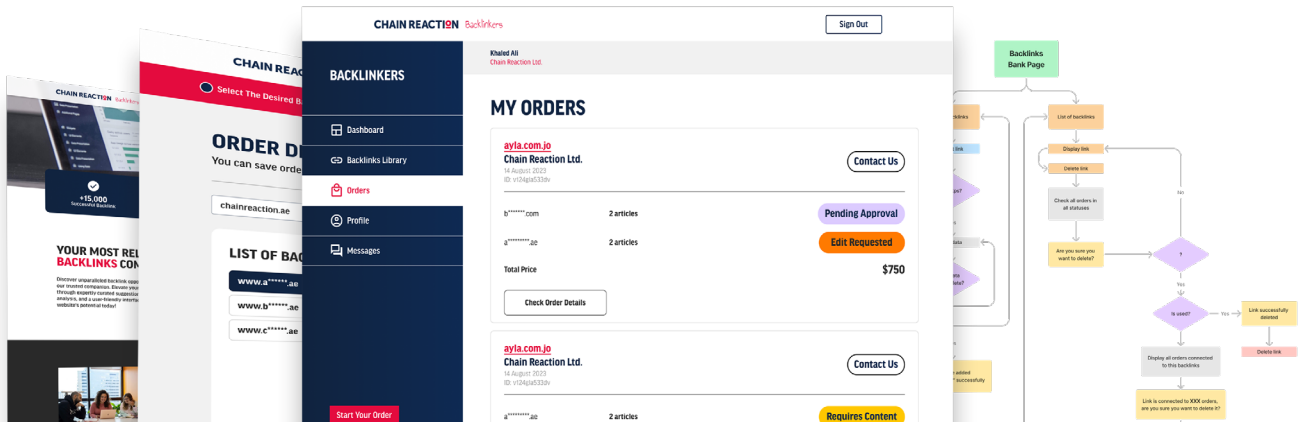- Creating the visual design direction and system.

Figma   Illustrator   Premiere Pro

Worked for Chain Reaction
Design available in-person

SEO projects

Backlinkers - SEO Backlinks Services & Backlinks Store

Description

Backlinkers is an e-commerce system, but it is specialized in selling backlinks for clients who are welling to enhance their raking and authority by google.

This platform serves both the users and admins, where users can buy backlinks, blog-posts and other SEO services.

Role and Impact

- UX/UI design prototype for the user & the admin dashboard website.
- Managing meeting with the SEO department to collect requirements and enhance the product business value.
- Setting the messaging system operation strategy for the CS system.

Figma   Photoshop

Worked for Chain Reaction
Design available in-person

informative websites.

Ampere - Carbon Library
Ampere Co. - USA

Environmental consultancy and open educational library website.

Figma, Photoshop

Al Ansari Wallet
Al-Ansari Echange - UAE

Website revamp with interactive animations and transitions.

Figma, Illustrator

ZADD Translate
ZADD Translate - UAE

Expert translation services website revamp

Figma, Illustrator

FiberTech
FiberTech - Jordan

Informative website with interactive animations and transitions.

Figma, Photoshop

Eventzy - Events Planners
Eventzy - Canada

Event planning services website with booking service.

Figma, Premiere Pro

Department of Architecture - UOP
University of Petra - Jordan

Students magazine, blog, and department's event platform.

HTML, CSS, Js, Bootstrap, Photoshop

CSCEC – UOP
University of Petra - Jordan

Community service and Continuing Education Center courses website.

HTML, CSS, Js, Bootstrap, Photoshop

Continuum Design House
Arch. Sultan Al-Fuqaha' - Jordan

Architectural services, visualization, and projects.

HTML, CSS, Js, Bootstrap, Photoshop

● Done for Eldurini   ● Done for Agencies

Ghaith Awad Sketchbook
Arch. Ghaith Awad - KSA

Showcasing architectural sketches and personal resume.

HTML, CSS, Js, Bootstrap, Photoshop

DS4A Microsite
Correlation One - USA

Correleation one initiative called Data Science for All.

Figma

Xiaomi HTML5 Web Page
Xiaomi Emirates - UAE

Promotional page for Xiaomi new mobiles and smart watches.

Figma

Marina Village & Yachts
AYLA - Jordan

landing page for AYLA's marina village services & features.

Figma, Illustrator

Etihad Bank EDMs
Etihad Bank - Jordan

Email-shots design for Etihad Bank

Figma

LIMITLESS Jo.
Limitless Car Care - Jordan

Car care servcies website with interactivevisuals.

Figma, Photoshop

Ferrari Newsletter
Ferrari - UAE

Newsleetter design for Ferrari Middle-east events.

Figma

CosmeSurge
CosmeSurge - UAE

Cosmetics and beauty center services website

Figma, Photoshop, Premiere Pro

Epsilon
Epsilon - Engineers & Architects

Architectural and interior design services.

Figma, Photoshop

Chain Reaction Newsletter
Chain Reaction - UAE

Chain Reaction newsletter design.

Figma, AfterEffects

● Done for Eldurini   ● Done for Agencies

is that all? no.

User experience design comes in everything, literally everything, where each product design followed our UX approach of doing things.
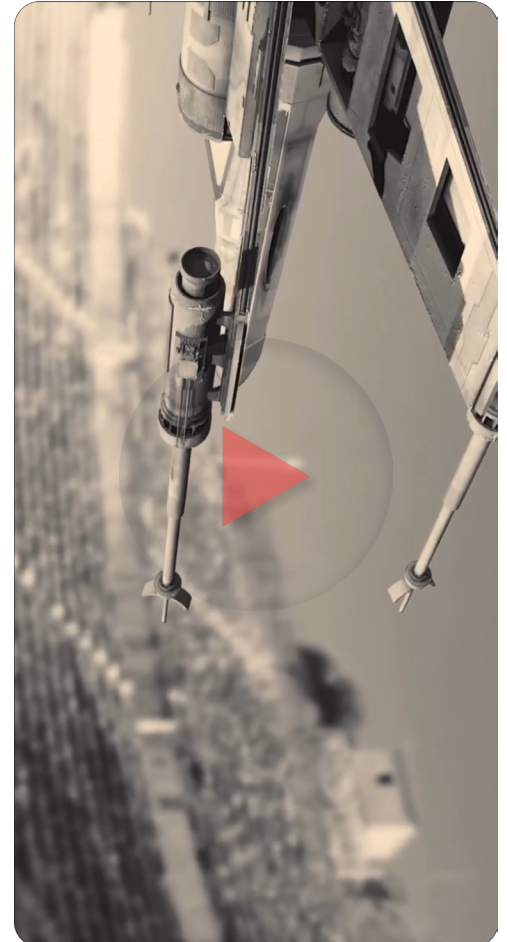
This section has selected work in branding, logo design, video editing, and social media design as well,

branding & product design.

THE NEW
MIDDLE EAST

1. The NewMidd Magazine - Spain.   2. MFC Outfits - Sweden.
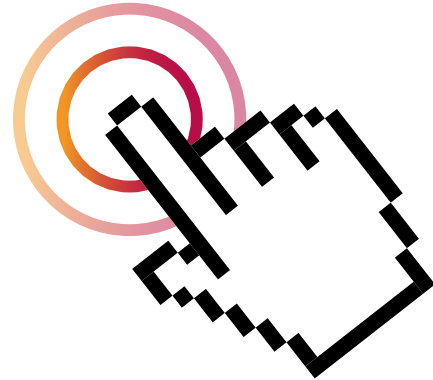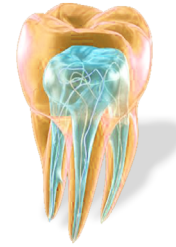
video-editing.

1. Wassilni App.   2. Al Asir Architects.   3. Unreal Peek.

social media design.

26,280

هذا هو عدد الساعات التي يقضيها طبيب الأسنان في الدراسة ليصبح اختصاصي بالمعالجة اللبية (علاج العصب)

LAILA
DENTAL
CLINIC

الحل دايماً هو وصلني

اجى الوقت لنقضي على مشاكل النقل!

تطبيق وصلني

أبو الكل!

احصل على جهاز SUPERPORT 4 100W للشحن المتعدد

YELLOW TECH
WE SET NEW VISION

ZENDURE

1. Wassilni App.   2. Laila Dental Clinic.   3. Yellow-Tech.

message for you.

At the end, it's important to know that each person you meet will add something to your life. I invite you to meet or have a nice chat, to explore what we both have, and how can we develop each other by communicating and creating a great user experience that anyone would ask for.

Abdullah Eldurini
abdullah@eldurini.com
+962 78 849 6363
www.eldurini.com

thank you.