SULIMAN JIHAD KARMOUL

Senior Digital Customer Experience Specialist

Digital CX Strategy | Digital Transformation | Service Improvement

Riyadh, Saudi Arabia | +966 53 130 7487 | Suliman.Karmoul@gmail.com

PROFESSIONAL SUMMARY

Digital Customer Experience professional with 4+ years of combined experience in digital design, customer experience, and digital transformation, including 3+ years specializing in Digital CX at Saudi Arabia's Ministry of Sport. Experienced in developing CX strategy, establishing operational frameworks, evaluating digital products, and analyzing customer journeys. Developed an officially approved Digital Customer Experience Strategy and built a unified web and mobile design system. Combines strategic thinking, hands-on UX expertise, and cross-functional collaboration to strengthen digital experience standards and support continuous service improvement.

CORE COMPETENCIES

Digital CX Strategy & Governance | Digital Transformation | Customer Journey Mapping | Service Design | Digital Product Evaluation | UX/UI Assessment | Operating Model Development | Design Systems | Stakeholder Collaboration | Continuous Improvement

PROFESSIONAL EXPERIENCE

Ministry of Sport | **Riyadh, Saudi Arabia**

Senior Digital Customer Experience Specialist | August 2023 – Present

- **CX Strategy Development:** Developed the Ministry's officially approved Digital Customer Experience Strategy, establishing 5 strategic pillars, 10 objectives, and improvement initiatives through organizational analysis, stakeholder engagement, and strategic alignment, drawing on consultant research and independently developed content.
- **Operating Framework & Process Development:** Built the Digital CX operating procedures and workflow framework, defining review stages, responsibilities, deliverables, and service-level timelines. Incorporated the framework into formal process documentation approved by the responsible department.
- **Unified Design System:** Built a unified web and mobile design system comprising 43 foundational and platform-specific elements, establishing a consistent reference for evaluating digital products and maintaining experience standards across relevant Ministry platforms.
- **Digital Transformation & Product Evaluation:** Supported 15+ digital transformation initiatives and evaluated a broad portfolio of web platforms, mobile applications, and internal systems. Identified usability issues, assessed customer journeys and design consistency, prioritized findings, and coordinated corrective actions with technical teams and vendors.
- **Customer Journey Mapping & Service Design:** Analyzed and mapped customer journeys across the sports ecosystem, consolidating fragmented service information, documenting touchpoints, and identifying potential experience gaps to inform service improvement opportunities.
- **Digital Experience Maturity & Governance:** Coordinated cross-departmental evidence collection and preliminary validation for the Ministry's 2026 Digital Experience Maturity assessment, contributing to assessment readiness as the Ministry's institutional score rose from 72.77% in 2025 to 82.01% in 2026. Prepared supporting evidence for Digital Transformation Measurement (Qiyas) requirements within the team's scope.

Ministry of Sport | **Riyadh, Saudi Arabia**
Graphic Designer | October 2022 – August 2023

- Developed visual communications, digital content, and executive presentations supporting digital transformation initiatives and internal stakeholders.
- Produced motion graphics, explanatory materials, and branded assets to communicate complex information and support digital service awareness.
- Maintained visual identity consistency across digital and communication deliverables.

Life Media | **Jordan**
Graphic Designer Intern | February 2022 – June 2022

- Created visual designs, motion graphics, and multimedia assets aligned with creative briefs and brand requirements.
- Supported animation and visual content production across client projects.

EDUCATION

Bachelor's Degree in Computer Animation & Graphics | Al-Balqa' Applied University, Jordan | June 2022

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Beamra Framework CX Professional — Beamra Academy (2026)
- Customer Experience Professional Certificate — The CX Academy (2025)
- Digital Product Design Fundamentals (UX/UI) — Zain Innovation Campus (2021)
- Animation Bootcamp — School of Motion (2024)
- Character Animation Bootcamp — School of Motion (2023)

TOOLS

Figma | Jira | Beamra | Microsoft Office | Adobe Creative Cloud

LANGUAGES

Arabic — Native | English — Professional Working Proficiency