

M. Saleh Kayyali

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Profile

I'm an experienced digital media strategist with over ten years of digital experience in design, content development, production and technology business. I have an extensive experience in developing & managing multilingual large-scale products for web, mobile, and social media platforms. In addition, I'm a technology experimentalist and a maker who's constantly tinkering with programming languages, electronic kits and applications.

In last years, I've led major projects at Al Jazeera Media Network, including the complete redesign of the channel's Arabic website, the launch and design of the Al Jazeera English Magazine (a Webby Award Winner), in addition to other projects like TV Applications and a video on demand platform.

[Click here for detailed portfolio: http://bit.ly/2o33aDQ](http://bit.ly/2o33aDQ)

Education

MA in Digital Direction, 2018, Royal Collage of Art, London, United Kingdom

Experience

[Product Owner, Kitab Sawti AB, Stockholm, Sweden \(remote\). May 2017- Present](#)

Kitab Sawti is a Swedish startup specializing in Arabic audiobooks production and distribution. I'm overseeing product strategy, content development, and audience engagement. Kitab Sawti is the world largest Arabic audiobook publisher.

[Senior Digital Media Strategist, Al Jazeera Media Network, Doha, Qatar. 2010-2017](#)

Lead and manage the development of new and existing products used by millions around the world (Al Jazeera websites); Create user interface & experience (UI/UX) design for the websites and applications based on data- driven decisions; Plan and deliver VR projects, while liaising between production and technology teams; Collaborate with key stakeholders to lead the product strategy, roadmap, and delivery tools, products and platforms; Lead the editorial development and feature planning processes; manage a major innovation initiative for Al Jazeera (Canvas).

Achievements

[Al Jazeera Arabic Website Redesign](#)

I was responsible for the the complete redesign of Al Jazeera Arabic website that attracts millions of viewers every day. My work included creating the information architecture, workflows, the layout and the design language. Inspired by "The Social Stream", the site adopted latest design technologies and content trends including responsive web design, flat design, and topic driven taxonomy.

[Al Jazeera Digital Publishing - Webby Award Winner](#)

I led Al Jazeera Digital Publishing and Magazines Initiative, including the digital magazines for Al Jazeera Arabic, Al Jazeera Documentary, Al Jazeera English. I specifically managed the launch and the design of the publications. The magazines won a number of international awards, including the Webby Award, and earned commendations at the International Digital Magazine Awards.

Al Jazeera Video on Demand Service

I led the planning, prototyping and design for Al Jazeera's Network-wide VOD Service in order to integrate multimedia publishing, management, and delivery.

Al Jazeera English Google TV App

Planned, Managed and helped in the design and development of Al Jazeera English's Google TV App shortly after Google TV launch. The app was designed to deliver a unique experience and included original features like integrating breaking news (from Twitter) with TV livestream in real-time.

Al Jazeera Turk Digital Launch

Part of Al Jazeera Turk Digital Launch team that worked on the website design and development, content strategy, mobile and iPad app development, social media and engagement strategy. I was specifically responsible for the digital magazine planning and its launch for web, mobile and tablet. I created the workflow, a special content strategy and the design.

Community Manager, meedan.com. Damascus/ San Francisco. 2010-2011

Managed a team of content producers and translators for the nonprofit organization, which aims to increase cross-language interaction on the web; grew Meedan's community in the Middle East; assisted staff in reporting and translation and advised on topics; worked on monitoring our online community activity and engagement with Meedan stories.

Diplomas

- Internet History, Technology, and Security, University of Michigan, USA [\[link\]](#)
- Fundamentals of Management, University of California, Irvine [\[link\]](#)
- Brand Storytelling: How to Use Narrative to Sell, D&AD
- Innovation: the World's Greatest, University of Leeds, UK
- Game Analysis and Criticism, Sessions College, USA
- Internet Feedback Skills (New Media), Al Jazeera Training Center, Doha, Qatar
- Sub-Editing, Al Jazeera Training Center, Doha, Qatar

Skills

HTML5, CSS, Processing, Javascript, Photoshop, Product Management Software, Apple Final Cut Pro, User Interface and User Experience Design and Critique

Languages

English: Fluent/ Arabic: Native Speaker/ Spanish: Intermediate