

Tarfah Alrayes

Senior UX Writer/Copywriter

OBJECTIVE

Diligent Senior UX Writer/Copywriter with a strong foundation in UX research, copywriting, and translation. I am pursuing opportunities to leverage my skills and knowledge, driving an impactful user experience through exceptional and persuasive content.

ZAIN KSA - FEBRUARY 2022 - PRESENT

Played a key role in elevating digital content quality across multiple platforms, including Zain App, Zain Business App, SIM Management System, Zain Shop, and Zain ERP System.

- Led UX writing and content design improvements, enhancing clarity, tone, and multilingual support.
- Led major Zain App projects such as Al Rajhi Mokafta integration, Zain Clinic, multilingual rollout, and the revamp of the Dashboard, Home, and Help & Support pages.
- Collaborated cross-functionally with Marketing, Customer Care, IT, HR, Legal, and Compliance teams to ensure consistency and alignment across all touchpoints.
- Managed a team of UX writers and copywriters, driving cohesive content standards and best practices.

EXPERIENCE

ZAIN KSA - JULY 2021 - JANUARY 2022

As a trainee, I designed flyers, customer journeys, and product catalogs, edited and proofread website content, and created SMS messages and product FAQs.

EDUCATION

2017 - 2021

KING SAUD UNIVERSITY

College of Languages & Translation

LANGUAGES

Arabic: fluent, written and verbal

Turkish: intermediate

English: fluent, written and verbal

Spanish: beginner

COURSES/ WORKSHOPS

- UX Design - HECMontrealX **2025**
- Localization: Adapting Digital Content to Local Markets - UWashingtonX **2025**
- UX Writing Advanced Course - UX Writing بالعربية **2023**
- A Taste of UX Writing Course - UX Writing Hub **2023**
- Learning to write for the web - LinkedIn **2022**
- The Complete Copywriting Course - Udemy **2022**
- Future Path Career Essentials Program - Misk Skills **2021**
- Computer Assisted Translation Tools - KSUCSD **2021**
- Legal Translation Course - Traajim **2020**
- Fundamentals of Written Translation Workshop - KSU **2019**

SKILLS/TOOLS

- UX writing, copywriting, and translation.
- Figma & Microsoft Office Suite
- Editing & proofreading
- Great attention to details
- Leadership
- Adaptability & flexibility
- Organization & prioritization