

Abdelhalim Zeid

Localization Professional | Translator |
Localization Project Manager

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Professional Summary

Experienced Localization Project Manager and Arabic Translator with +17 years of demonstrated success managing large-scale localization projects and delivering high-quality English-to-Arabic translations. Skilled in LQA, CAT tools, DTP, and cross-functional collaboration across diverse industries including gaming, education, oil and gas, retail, and marketing. Certified MITI member and ISO 17100:2015 Qualified Translator with a proven track record supporting major global clients such as Ford, Volvo, and Promethean.

Core Skills

- Translation & Localization: English → Arabic
- Project Management: Cross-functional coordination, scheduling, QA oversight
- LQA & Editing: Linguistic review, style guide enforcement, terminology management
- DTP & Layout Design: Adobe InDesign, Illustrator, Photoshop
- CAT Tools: Phrase, SDL Trados Studio, memoQ
- Industries: Gaming, Technical, Oil & Gas, Fashion, Education, Retail, Marketing

Professional Experience

Ocado Group — Arabic Linguistic Quality Assurance Specialist

February 2024 – Present (Remote)

- Oversee Arabic Linguistic Quality Assurance (LQA) for Ocado Group's digital products, ensuring high-quality, culturally appropriate, and user-friendly translations.
- Review, translate, and edit Arabic content for mobile and web applications, aligning it with brand tone, style guides, and functional requirements.
- Provide linguistic guidance and cultural insight to UI/UX designers and developers to optimize Arabic language layout and right-to-left (RTL) support across platforms.
- Collaborate closely with cross-functional teams, including developers, project managers, and localization teams, by participating in regular meetings to address language-specific challenges and ensure seamless integration of Arabic.



Certificates and Credentials

- MITI Certified – Institute of Translation and Interpreting (UK)
- BA in Languages and English Arts
- ISO 17100:2015 Qualified
- IBM Diploma in Web Design

CAT Tools

- SDL Trados Studio 2022
- MemoQ 11
- Phrase
- XTM

Software

- Adobe Acrobat Professional
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- HTML Coding
- Microsoft Office (Word, PowerPoint, Excel and Outlook)

Terminology and LQA Tools

- SDL Multiterm
- Xbench
- Python
- ContentQuo

Additional Skills

- LLM Refining
- Translation Memory LQA
- Layout QA
- Software Testing (guided)

Socials

- [Website](#)
- [LinkedIn](#)
- [MITI \(ITI Directory\)](#)
- [ProZ.com Profile](#)

- Identify and resolve localization issues and provide solutions that improve both linguistic accuracy and user experience for Arabic-speaking users.

Globaloc — Arabic Localization Lead

July 2014 –January 2024 (Remote)

- *Localization Leadership*: Led the Arabic localization efforts for globally recognized titles including *FIFA 15–23*, *EA Sports FC 24*, and *Fortnite*, maintaining high linguistic quality and cultural relevance across UI, in-game dialogue, marketing materials, and community content.
- *Commentator Script Development*: Created and adapted Arabic commentator scripts for all *FIFA* titles, collaborating closely with scriptwriters, audio teams, and voice talent to ensure authentic, engaging commentary reflective of real-world football culture and terminology.
- *Metadata Translation & QA*: Delivered accurate and engaging translations of in-game metadata, adhering to character limits and platform-specific guidelines across consoles and app stores. Ensured consistency and quality through rigorous QA and LQA processes.

TransNative — Translator & Localization Specialist

July 2007 – August 2014

- Managed localization projects for global clients including Ford, Volvo, and Promethean.
- Handled daily translation tasks and linguistic quality assurance (LQA) for high-volume content.
- Ensured consistency across translated materials by applying brand-specific glossaries and style guides.
- Collaborated with engineers and designers to support multilingual product launches.

Areas of Localization Expertise

- Software & IT.
- Retailer (Arabic language contractor with Ocado UK).
- Video Games
- Sports
- Education and E-learning
- Fashion
- Tourism
- Oil and Gas
- Marketing