

Accomplished product designer with 10+ years of experience in crafting user-centric digital solutions that align with both business objectives and user needs. Experienced in leading end-to-end design processes, from initial concept development to successful implementation. Demonstrated track record of launching multiple inclusive designs on websites and mobile devices. Supportive team player, providing clarity on brand guidelines and business requirements to UX designers. Demonstrated expertise of delivering robust designs while maintaining a careful balance between creativity and functionality. Instrumental in creating design systems while considering user behaviour, conversion, simplicity, aesthetics, and feasibility.

Qualifications Summary

Technical Proficiencies

Usability & A/B Testing | Competitive Analysis | User Empathy Map | Customer Journey Maps | Persona Creation | Affinity Mapping | Design System Integration | Information Architecture | Iconography | User Flow | Interactive Prototype | Low/High Fidelity Design | Usability Testing | Data Analysis | UI Kit | Google Analytics | Communication | User Research | Leadership | Product Design | Agile Methodology | Wireframing | Project Management | Card Sorting | Heuristic Analysis

Design Software

Figma | Sketch | Adobe XD | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Invision | Jira | Miro

Experience

The Africa in Me, Los Angeles, California

2023 – Present

Senior UX Designer

Collaborate cross-functionally with engineers, VP and designers to create a comprehensive design system for seamless design alignment, accessibility, and implementation across teams and the entire site. Develop and implement user-centered design practices, including regular usability testing and formative research to continuously improve user satisfaction and address pain points. Bridge the gap between developers and designers by creating effective design system and UI guidelines in Figma, ensuring consistency and a smooth transition from design to development. Oversee the quality and timelines of projects, offering guidance and supervision of junior team members to uphold exceptional standards.

- Led the entire UX process from research to ideation and testing, enhancing user experience and satisfaction, resulting in a remarkable 10% increased donation rate and highest-ever conversion rate for "Donate" CTA.
- Achieved a 7% increase in the customer journey from home page to donation page on mobile devices within four weeks of launching the new navigation.
- Gained a 16% increment in user engagement compared to last year by designing and employing a "Gift of Education" landing page.

Dar Al-Handasah, Los Angeles, California

2010 – 2023

Art Director

Managed a design team of 6 and led creative direction for all projects, ensuring the delivery of high-quality work on time and within budget. Showcased a strong proficiency in reviewing design previews with a keen eye for precision, consistency, and alignment with project objectives. Achieved outstanding results in high-pressure environments, demonstrating exceptional skills in task delegation, efficient execution, and quick improvisation. Formulated a unified and user-friendly style guide for designers, engineers, and project managers, encompassing elements, typography, color palettes, spacing, and other vital components.

- Exceeded 80% increase in client acquisition through strategic design initiatives since forming the design team in 2010, setting the company apart from its rivals.

- Delivered over 150 international brand identities for design projects from raw concept to execution with interdisciplinary teamwork between planners, engineers, designers, and project managers, both internally and externally.
- Developed more than 2000 visual assets and design elements, establishing a centralized repository accessible to designers, resulting in a 20% acceleration of the design process.
- Coordinated and facilitated over 30 workshops, providing training opportunities for graphic designers and engineers to acquire proficiency in Adobe InDesign and Photoshop.

Aveo Studio, London, UK
Product Designer

2018 – 2019

Communicated user experience through wireframes, user flows, storyboards, mockups, and high-fidelity prototypes at different design stages.

- Conducted user testing with loyal customers on the released website, achieved a 98% customer satisfaction rate.
- Successfully delivered and launched the new website that increased sales by 7.6% within three months.
- Established strong relationships with company's stakeholders, leading to a 40% retention rate.

Entrepreneurial Ventures

Sprint Like a Pro (SLP), Los Angeles, California
Founder & CEO

2023 – Present

Found and direct a transformative initiative in the field of UX, an online platform addressing a crucial gap by providing intensive, hands-on real project experiences for UX designers at different career stages.

Follow Fellow, Los Angeles, California
Co-founder & Product Designer

2022 – 2023

Designed the entire self-journey mobile application for generation Z, integrating Artificial Intelligence (AI) to deliver personalized mentorship and informed feedback.

Teaching Experience

ReDI School of Digital Integration, Los Angeles, California
UX Design Instructor

2023 – Present

Collaborate on enhancing the learning experience, updating curriculum for industry relevance, and provide individualized coaching to 18 students for UX design proficiency.

Education

MA in Communication Design, Kingston University, London

2010

BA in Information Design, University of the Arts London, London

2009

Certifications

Google UX Design | Agile Project Management | Google SEO Fundamentals