

Summary

Experienced UX Consultant and Product Strategist with over 10 years of work experience. Currently leading the UX department at TinkerList.tv, I specialize in creating user-centric solutions that align with business goals. As an MBA candidate at Boston University, I am deepening my expertise in bridging UX, product management, and digital transformation to drive strategic growth. I am keen to embrace leadership roles where I can steer teams towards value creation.

Skills

- Ideation and User Needs Analysis
- User research (qualitative and quantitative)
- User-Centered Design and Human Factors
- Wireframing and Prototyping
- Usability Testing
- Concept Development
- Product Road Mapping
- Product Strategy

Languages

- English (Fluent, first language)
- Arabic (Native)
- Spanish (B1-B2)
- Turkish (A2)

Software

- Balsamiq, Figma, Adobe XD
- Photoshop, Illustrator, InDesign
- Rhino, AutoCAD, V-Ray

Programming and development

- HTML, CSS, JavaScript, jQuery, Astro.js, jekyll.js, Gatsby.js, Tailwind
- Python, and C#

Education

Boston University, Massachusetts, USA

Master of Business Administration, MBA . Expected Conferral Jan 2026

American University of Sharjah, Sharjah, UAE

Bachelor of Architecture . N.A.A.B Accredited . June 2014

Experience

TinkerList.TV, Leuven, Belgium

Head of UX - Nov 2023 - Present

Interim Head of UX . Feb 2023 - Nov 2023

Senior User Experience Designer . May 2021 - Feb 2023

- Conducted and led user research, employing qualitative and quantitative methods. Directed 50+ in-depth interviews with existing and potential clients
- Collaborated with cross-functional teams, ensuring alignment of business goals with user needs, resulting in a 174% sustained increase in engagement rate over a year
- Managed continuous demand in a fast-paced environment by introducing a lean UX process and cutting down design waste from 66% to 2%
- Innovated modular design libraries, cutting down transition time from ideation to execution by 75%.
- Streamlined UX meetings, reducing time from 15 to 3.75 hours weekly by cutting unnecessary formalities, resulting in efficient workflows with reduced throughput time

Ecomz, Beirut, Lebanon

Senior Customer/User Experience Designer . Feb 2020 - May 2021

- Identified issues in a year-long outsourced UX revamp upon joining. In 3 months, delivered a superior, scalable design system, and decreasing project costs by 70%
- Developed a robust design system with improving design efficiency by 50%
- Led a UX overhaul of marketing website, coordinating a cross-functional team, and boosting organic traffic by 1,333% through enhanced SEO and user experience
- Streamlined feature implementation, reducing design to deployment times by 60%, enhancing cross-departmental communication, and eliminating silos
- Reduced product development from 10 days to 3, a 70% increase in efficiency
- Led over 30 UX competitive analyses and user research studies, using insights to inform design direction and shape product development roadmap

MGH Design Services, Beirut, Lebanon

Contract Visual and Experience Designer . Oct 2014 - Feb 2020

BH Engineering, Beirut, Lebanon

Architect . Branding Designer . Procurement Officer . Oct 2015 - Feb 2019

Bernard Houry / DW4 Studios, Beirut, Lebanon

Intern Architect . Intern UI Designer . Jun - Aug 2013

Abar Arquitectos, Barcelona, Spain

Intern Architect . Jun - Aug 2012

Courses

University of Virginia - Darden School of Business

Digital Product Management Specialisation . 2020

University of Michigan

User Experience Research and Design Specialisation . 2020

Completed 40+ MOOC certifications in UX, Product Management, Development and Design. Full list available on my website.