

# TAREQ NABULSI

Principal Product Designer & Design Leader

USA | [tnabulsi15@gmail.com](mailto:tnabulsi15@gmail.com) | [tareqnabulsidesign.com](http://tareqnabulsidesign.com) | [linkedin.com/in/tareqziadnabulsi](https://www.linkedin.com/in/tareqziadnabulsi)

## PROFESSIONAL SUMMARY

Strategic design leader and Principal Product Designer with 10+ years of experience leading UX vision, scalable systems, and high-impact teams across enterprise cloud, AI governance, and multi-tenant platforms. Combines deep product architecture expertise with a hands-on front-end development background to bridge executive strategy and technical engineering execution. Pioneer of AI-assisted design operations—leveraging Claude Code, LLMs, and modern developer tooling (GitLab, Git) to rapidly build functional prototypes, compress feedback cycles, and mentor design teams on adopting modern AI workflows. Proven track record of steering cross-functional roadmaps, directing high-visibility executive keynotes, and driving double-digit gains in velocity, user satisfaction, and business growth.

## CORE COMPETENCIES & TOOLKIT

**Leadership & Strategy:** Design Org Scaling, Direct & Matrix People Management, Design System Governance, Executive Storytelling & Keynote Staging, Cross-Functional Alignment (PM / Eng / Product Marketing), Agile Roadmapping

**Craft & Process:** Enterprise UX Architecture, Multi-Tenant Cloud Ecosystems, Information Architecture, Usability Testing & Research Operations, Rapid Interactive Prototyping, Video Storyboarding

**Technical & AI Fluency:** Conversational UX & Copilots, AI Governance Architectures, Claude Code & AI-Assisted Prototyping, Front-End Engineering (HTML5, CSS3, JavaScript, jQuery, modern web APIs), GitLab, Git, Vercel

**Tools:** Figma, Framer, Adobe Creative Suite (Premiere, After Effects), Webflow, UserTesting, Pendo, Maze

## EXPERIENCE

**Principal Product Designer** | *OneTrust — Atlanta, GA*

Apr 2024 – Present

- **Platform & Cross-Functional Direction:** Direct platform-wide UX roadmaps in lockstep with engineering, product management, and executive leadership, standardizing delivery cadences to accelerate release velocity by 20%.
- **Executive Keynote Direction & Storytelling:** Spearhead the end-to-end UX vision, narrative arc, and live staging for the flagship Trust Week product showcase; direct marketing and product leadership on presentation flow, author video storyboards, and produce multimedia demo assets to position next-generation offerings.
- **AI Prototyping & Technical Enablement:** Leverage front-end development fluency alongside Claude Code and modern LLM-driven tooling to build functional, production-aligned prototypes; bridge complex back-end architectures with UX intent using GitLab and Git-based code environments.
- **Team Upskilling & Modern AI Mentorship:** Establish internal AI design practices, coaching and mentoring designers on prompting techniques, Claude Code, and technical workflows to drastically expand their operational leverage and prototyping reach.
- **AI Governance Suite:** Spearheaded zero-to-one design for OneTrust's AI Governance engine, enabling enterprise clients to inventory, evaluate, and enforce guardrails across models, datasets, and agents—balancing net-new innovation with 50% legacy consistency to guarantee rapid enterprise adoption.
- **Conversational AI & Copilot:** Designed and deployed OneTrust Copilot, the enterprise-wide conversational assistant; consolidated fragmented departmental workflows into intuitive conversational interaction models that boosted operational efficiency.
- **Core Platform Modernization:** Led UX enhancements across foundational user touchpoints (navigation, account settings, notifications, and home dashboards), increasing overall user satisfaction by 15%.

**UX Designer Specialist** | *Amazon – AWS AI/ML — Seattle, WA*

Mar 2022 – Jun 2024

- **Cloud Strategy & Commercial Growth:** Spearheaded top-down user experience and architectural design across 3 tier-1 AWS cloud services, directly driving a consistent 20% quarterly customer adoption growth.
- **Flagship Launch (AWS Monitron):** Delivered the end-to-end design for AWS Monitron from early hardware/software concept to general availability, earning premiere spotlight recognition at AWS re:Invent.

- **Design Standards & UX Ops:** Authored and scaled foundational enterprise UX patterns, interaction guidelines, and accessibility benchmarks, resulting in an average 25% increase in task completion rates across cloud suites.
- **Research & Usability Programs:** Directed continuous remote and lab-based customer research panels, translating raw telemetry and enterprise user friction points into validated information architectures and product roadmaps.
- **Team Rituals & Design Culture:** Built and scaled team communication infrastructure, instituting design showcases, executive newsletters, and quarterly planning sessions that elevated UX visibility across engineering orgs.

#### UX Design Lead | IQVIA — Atlanta, GA

Aug 2021 – Mar 2022

- **Cross-Functional Design Leadership:** Led UX strategy and process transformation for the "Strategy Workbench" enterprise product, establishing daily operational alignment across distributed design, product, and engineering teams.
- **Process & Scrum Integration:** Embedded dedicated design pods into agile sprint cadences, introducing structured design briefs, standardized handoff templates, and critique mechanisms that reduced cross-team misalignment.
- **Design Research Infrastructure:** Deployed reusable primary and secondary research frameworks and asset libraries, drastically reducing discovery turnaround time for product designers across multiple workstreams.

#### Senior Product Designer (Lead) | BetterCloud — Atlanta, GA

Jul 2020 – Aug 2021

- **People Management & Mentorship:** Managed and mentored a team of 3 product designers, establishing career pathways, conducting design reviews, and providing continuous coaching that elevated overall craft and team velocity.
- **0-to-1 Product Delivery:** Directed design for BetterCloud's next-generation enterprise reporting engine, translating dense IT administration data into intuitive visualization patterns.
- **Design System Scaling:** Enforced unified interaction patterns that drove an average 25% increase in core task completion rates while partnering with frontend engineering leads to ensure strict technical feasibility.

#### Senior UX Designer | Honeywell

Nov 2018 – May 2020

- Led discovery and interface design for industrial IoT applications, aligning complex user requirements with critical business KPIs to improve product-market fit and customer satisfaction.
- Established comprehensive UX specifications, modular wireframes, and design documentation that accelerated engineering handoff.

#### UX Designer | ADP, Northrop Grumman, Orderly

Oct 2014 – Sep 2018

- Owned end-to-end UX/UI execution, design system buildouts, interactive prototyping, and usability evaluations across large-scale enterprise workflows and SaaS applications.

#### EDUCATION & CREDENTIALS

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- **Bachelor of Business Administration (B.B.A.), Management Information Systems** | Kennesaw State University
- **UX Design Immersive Certification** | General Assembly — Atlanta, GA