

## ABOUT ME

Branding, UX Research, Business and Product design I speak all four fluently. Over the past 6+ years, I've helped create products used by millions. I redesigned the heavy machinery rental platform for Manlift, a student information system SAS that is now used by thousands of university and school staff and students in the middle-east, and an e-commerce mobile app with 100k+ downloads in Kuwait. I translate user needs into impactful solutions that are both intuitive and visually stunning. My secret weapon? A never-ending quest for knowledge (and a very expensive bookshelf). Let's craft something amazing together!

## WORK EXPERIENCE

### MARCH 2023 - PRESENT

#### Lead Product Designer @GenFusion

Utilized GenFusion to streamline business processes by developing automated workflows, improving efficiency, reducing manual tasks, and enhancing operational productivity and accuracy.

### AUGUST 2021 - PRESENT

#### Senior UX/UI Design Lead @CME

Led UI design and UX research initiatives for enterprise software applications, developing intuitive and visually engaging interfaces that improved user experiences. Conducted comprehensive user research and contributed to the success of client projects with over 5 million users, including companies like Kantar and LifePoints.

### JANUARY 2023 - MARCH 2024

#### Senior Product Designer @BAMPTEE

Redesigned core systems for a leading logistics platform, including deliveries, order management, vehicle management, and CRM. Crafted a user-centric experience that boosted efficiency and business growth.

### JANUARY 2020 - AUGUST 2021

#### UX/UI Designer @District

Revamped the e-commerce platform, worked in Scrum with developers, and conducted UX research, usability studies, and UX workshops driving growth with user-centric UX/UI.

### JANUARY 2019 - PRESENT

#### Product Design Agency, Founder & CEO @Refine

Leveraged user-centered design to streamline user experiences for businesses and shared expertise through a design newsletter, empowering both businesses and fellow designers.

## EDUCATION

**FEBRUARY 2024 - JUNE 2024**

Product Design Certification @**UXCEL**

**JANUARY 2021 - JULY 2021**

Google UX Design Certification @**GOOGLE**

**SEPTEMBER 2013 - JULY 2026**

B.S In Business & Minor in Psychology @**LEBANESE AMERICAN UNIVERSITY**

## SKILLS

### DESIGN TOOLS

Figma, Adobe XD, Sketch, InVision, Framer, Photoshop, Illustrator, Webflow, Axure RP, Zeplin

### SKILLS

User Research, Information Architecture, Interaction Design, Wireframing & Prototyping, Visual Design, Accessibility, Responsive Design, UX Writing, Strategic Thinking, Collaboration, Agile & Scrum, Design Systems, HTML/CSS/JavaScript, Version Control (Git)

## AWARDS & CERTIFICATIONS

**MAY 2021**

Reply Creative Challenge - Ranked Second in the CX category (180+ Teams). --> [Case Study](#)

### CERTIFICATIONS

Aquent Gymnasium - Writing for Web And Mobile

Aquent Gymnasium - Modern Web Design

Aquent Gymnasium - Coding for designers

Aquent Gymnasium - Information Visualization

IDF - Gamification

IDF - Affordances

IDF - Visual Design

IDF - Journey Mapping

Coursera - Google Project Management

Udemy - Motion Design with Figma