

Lina Zarkar

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Seeking a product design/ UI/UX position

SUMMARY

Seasoned product designer with over 4 years of experience in creating impactful, user-focused solutions. Expert in design thinking, user research, SaaS and mobile design, driving products from idea to launch. Collaborates effectively to align design and business goals.

PROFESSIONAL EXPERIENCE

app-artement

Uden / Netherland

Product designer

August 2023 - Jan 2024

- Conducted Heuristic evaluations resulting in a 26% increase in product usability, informing strategic redesigns that led to a 15% boost in user engagement and satisfaction.
- Enhanced accessibility for senior users by redesigning the web application interfaces, strictly adhering to WCAG guidelines and AAA standards, resulting in a 34% improvement in user satisfaction and average time on tasks and task completion rate.
- Implemented user-centric and data-driven design methodologies, such as usability tests and user monitoring, to iterate and enhance the user experience.
- Led the creation of a scalable design system kit for seamless integration across platforms.
- Generated extensive UX documents and established a user research database to inform design decisions and spur innovation.
- Collaborated closely with development teams to ensure alignment with product goals and user needs.

Bent Oak Systems (digital agency)

London/ United Kingdom

Product designer/lead designer

Feb 2021 - Sep 2023

- Demonstrated adept problem-solving abilities across diverse projects, leading to innovative design solutions.
- Organized and facilitated daily design meetings and demos for stakeholders, ensuring alignment with business objectives and market demands.
- Led design initiatives within a cross-functional team environment, driving innovation and user-centered design across multiple projects.
- Improved user experience through meticulous design and attention to detail.
- Pioneered adaptive design systems, enhancing product consistency across various platforms.

- Led UI teams to redesigns and met strict deadlines, resulting in heightened client satisfaction.
- Conducted competitive analysis to provide actionable insights and elevate design strategies.

Selected Agency Projects:

- *XRW*: Led design efforts for a skydiving mobile app and multiple SaaS panels, delivering intuitive user interfaces and enhancing the skydiving experience.
- *ScreenMe*: Conceptualized and designed a comprehensive women's health app tailored for the UK market, conducting extensive user research and usability testing.
- *Theory In Action*: Designed an AI-driven SaaS platform for content creation, collaborating with engineers to integrate cutting-edge AI technologies.
- *Fardis Dialysis*: Developed a specialized B2B medical panel catering to the unique needs of the dialysis industry, prioritizing accessibility and compliance standards.
- *Hoopa*: Designed a child-friendly entertainment club application and admin panel, incorporating gamification elements to foster engagement among young users.

SKILLS:

User-centric design, Prototyping, Design Thinking, Product Development, Wireframing, UX/UI Integration, User Research, Iterative Design, Agile Methodologies, User Testing, Problem-Solving, Visual Design, Product Strategy, Design Systems, Cross-Functional, SAAS, Cross-functional collaboration, User Feedback, Rapid Prototyping, Product Lifecycle Management, Human-Centered Design, WCAG, Heuristic Evaluation.

Tools: Figma, Adobe XD, Miro, Zeplin, Adobe Illustrator, Google analytics, Hotjar, Slack, Jira, Microsoft teams, Maze.

EDUCATION & OTHER

UNIVERSITY OF KHARAZMI

Bachelor's degree, Fiction Literature 2008-2012

OTHER EDUCATION

Inverse School of Art and Design / Product Design Certificate 2018-2019/ Interaction Design Foundation 2020