

JOE GOURIEH
Senior Product Designer

ABOUT — A passionate designer dedicated to helping businesses create intuitive and impactful products that make a positive difference in people's lives.

WORK EXPERIENCE — Profound Labs 2023 – Present
Owner & Design Lead

Collaborating with startups and small businesses to reach their goals by delivering top-notch products and user experiences.

Reflective Technologies 2023 – 2024
Product Design Consultant

Led key projects from redesigning the onboarding experience to optimize conversion rates and redesigning major app pages to enhance user engagement and retention.

The Mindfulness App 2019 – 2023
Head of Design

Shaped and executed the overall design vision to deliver engaging, user-centred experiences aligned with our mission of fostering inner peace and well-being.

EDUCATION — Södertörns University 2016 – 2019
Bachelor's degree in
Media Technology (IT, Media and Design)

Aleppo University 2011 – 2013
Bachelor's degree in Fine Arts

CONTACT — profoundlabs.se/joe-gourieh
linkedin.com/in/joegourieh/
joe@profoundlabs.se
+46 (0) 76 55 66 994

SKILLS & TOOLING — Project Management
Design systems
Product Design
Web Design
User Interface (UI)
User Experience (UX)
User-centered Design
Prototyping
Design Thinking
GCM v2
SEO
Google Ads
Scrum
Figma
Framer
WordPress
Slack

*Professional references are available upon request.