Lina Zarkar

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LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Creative and results-driven Product Designer with a strong track record of designing user-centered solutions for SaaS and mobile products. Skilled in design thinking, I have successfully delivered impactful projects from concept to launch while aligning design with business goals and user needs. I'm excited to bring my expertise to contribute to your organization's success.

TECHNICAL SKILLS

User Experience (UX) Design: User-centric design, Accessibility, Wireframing, UX/UI Integration, User Research, Iterative Design, User Testing, Problem-solving, Visual Design, Human-Centered Design, Inclusive Design

Product Development & Strategy: Product Development, Product Strategy, Product Lifecycle Management, SAAS, Heuristic Evaluation, Cross-functional collaboration, Agile Methodologies, Design Thinking, Cross-Functional

Design Systems & Prototyping: Design Systems, Rapid Prototyping, Prototyping, WCAG, User Feedback

Tools & Software: Figma, Adobe XD, Miro, Zeplin, Adobe Illustrator, Google Analytics, Clarity, Hotjar, Slack, Jira, Microsoft Teams, Maze, Framer

PROFESSIONAL EXPERIENCE

Product designer
Freelance   Toronto/ Canada May 2024 - Current

- Providing freelance UX consulting services, and collaborating with clients to improve product usability and user satisfaction.
- Offering expertise in wireframing, prototyping, and design system creation, with a focus on optimizing user experiences.

Product designer
App-artement (Property management SaaS)   Uden / Netherland Aug 2023 - Jan 2024

- Improved product usability through heuristic evaluations led to strategic redesigns, resulting in a 16% increase in task success rate for four critical tasks and a spike of 18% in average session time.
- Redesigned web application interfaces to enhance accessibility for senior users, following WCAG guidelines and AAA standards, leading to a 19% decrease in time on tasks for four critical ones.
- Led the creation of a scalable, accessible, and modified SaaS design system kit for seamless integration across platforms.
- Implemented user-centric and data-driven design methodologies, such as usability tests, user research, and user persona to iterate and enhance the user experience.
- Created extensive UX documents and established a user research database to drive design decisions and foster innovation.
- Collaborated closely with development teams to ensure alignment with product goals and user needs.

Designer/ Lead designer
Bent Oak Systems (Software house)   London/ United Kingdom Feb 2021 - Jun 2023

- Guided design efforts within a cross-functional team setting, pushing for creativity and user-focused design on numerous projects.
- Introduced flexible design systems to improve product coherence across different platforms.
- Arranged and conducted regular design meetings and demonstrations for stakeholders and start-up founders, ensuring our design choices aligned with business goals and market needs.
- Showcased strong problem-solving skills on various projects, resulting in original design solutions.

- Directed UI teams through redesign projects and successfully met challenging deadlines, leading to increased client satisfaction
- Carried out competitive analysis to offer practical insights and elevate design approaches.

Selected Bent Oak Projects:
- **XRW:** Led design efforts for a skydiving IOS mobile app and multiple web-based complicated SaaS panels, delivering intuitive user interfaces and enhancing the skydiving experience for jumpers and venue owners.
- **ScreenMe:** Conceptualized and designed a comprehensive women's health app tailored for the UK market, conducting extensive high-fidelity mockups, prototyping, user research, and usability testing resulting in unique mobile design output.
- **Theory In Action:** Designed an AI-driven SaaS platform for content creation, collaborating with engineers to integrate cutting-edge AI technologies.
- **Vegbox:** UX design for a multipurpose saas that automates the whole factory tasks, from smart procurement and purchasing procedures up to smart delivery and courier scheduling plus acted as UX designer and UI lead of the end-user mobile app with e-commerce features.
- **Fardis Dialysis:** Developed a specialized B2B health-tech 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.

Tour guide/Head office manager/ Deputy manager
Communications Museum   Nov 2014 - Nov 2020
- Curated engaging exhibits, workshops, speeches, events, tours, and meetings based on thorough research and visitor feedback, ensuring accuracy and precision in all details.
- Planned and executed exhibitions by managing timelines, coordinating with various departments, and utilizing the museum's website for younger audiences.
- Managed our teams of curators, educators, and staff to address various challenges and improve visitor engagement through creative problem-solving and effective communication.

VOLUNTEER:

PAY IT FWD: Volunteer product designer, from October 2024

TwoHundredK tech community: Volunteer product Lead, from Nov 2024

Toronto Tech Fest: Volunteer, from Nov 2024

Collision tech conference: Volunteer, from June 2024

EDUCATION & TRAINING:

Interaction Design Foundation: UX-UI certificate of completion 2020

Inverse School of Art and Design: Product Design Certificate 2019

Bachelor's Degree in Fiction Literature: The University of Kharazmi