

UI/UX Designer / Product Designer / Creative Director

Innovative and technically proficient product design and user experience professional with 15+ years' experience building innovative design systems, formulating UI/UX strategies, and leading UX research and application efforts.

Demonstrated success in designing and implementing digital products, websites, applications, and proprietary software solutions and devising sustainable cross-functional product design processes. Proven success in creating website and email templates, CSS style guides, functional prototypes, platform-specific presentation layer code, and design system guidelines as a hands-on team member throughout the development and implementation process. Deep knowledge of User Centric Design (UCD) processes for research, iterative design, testing, and release in the product lifecycle. Expert in collaborating with marketing and development teams, managing visual design, usability testing, and staying up to date with technology trends. Collaborative professional and engaging team player, efficient in presenting prototypes and communicating design decisions to developers, making strategic design decisions, and convincing clients via appealing and user-oriented design approaches.

Areas of Expertise

- Rapid Prototyping & UI Design Strategies
- Project Planning & Program Management
- Strategic Planning & Concept Development
- Brand Identity / Consistency / Integrity
- UI/UX Guidelines & Standards
- Mobile Applications
- Website Design & Development
- Vendor / Partner / Client Relations
- Cutting-edge Product Design
- Responsive Design Systems
- Product Development Lifecycle
- Social Media Marketing

Career Experience

Informa PLC, New York

2018 – 2020

Director of UI/UX

Provided leadership directions and strategic insights to cross-functional UI/UX designers for the development and implementation of visually compelling, large-scale and highly responsive design systems for Informa Markets' digital and event products including websites, mobile and web applications, emails, microsites, and internal tools. Enabled internal teams to quickly and efficiently build event assets by designing and maintaining digital platform products used across 300+ event brands. Owned the product design life cycle, from research and conceptualization to user testing and iterative improvement roadmaps. Partnered with highly skilled developers, PO's, and commercial clients within agile sprint cycles that ensure the timely delivery of projects.

- Enhanced cross-team collaboration within and outside the organization by defining and implementing new procedures.
- Built, strengthened, and maintained strategic relations with freelancers and external contractors for quality work.
- Minimized the time in developing new websites from 12 weeks to three weeks by designing an event website builder for marketers with an average 180% increase in user retention and conversions across company-wide implementations.
- Cultivated a 230% rise in customer conversions online by redesigning a training catalog website for HDI & ICMI.

Director of Interaction Design, Product Team (2014 – 2018)

Harmonized the efforts of a team of UI, UX, and Product Designers as part of an award-winning Product team. Collaborated with cross-functional teams in research and strategy discussions; presented work to stakeholders and provided feedback for design revisions as per testing results. Translated users' requirements into prototypes and products such as event websites, registration and scheduling systems, mobile applications, emails, online advertisements, and internal tools.

- Maintained consistency across event promotions and marketing initiatives to build and enhance brand awareness throughout the event journey via developing the 'Event Site Builder' for managing corporate websites.
- Developed detailed navigation flows, site maps, wireframes, and interface design / functional specifications via leading a team of UI/UX and product designers to create a scalable and feasible product.
- Researched and implemented project management solutions for the Product Team that increased efficiency, streamlined communication, and reduced project turnaround times by 40%.

Sr. UI/UX & Brand Designer (2011 – 2014)

Coordinated with a team of brand and graphic designers in formulating event brand guidelines along with articulating creative designs that clearly communicated the company's brand identity for 200+ events. Steered, mentored, motivated, and inspired a team of three UI/UX designers in designing digital experiences and collateral for event brands and media websites. Applied design thinking in the creation of design systems for the application of developed brands to digital frameworks.

- Delivered strategic assistance for the seamless implementation of rebranding efforts for the Game Developers Conference, a highly visible industry event with 30K attendees and \$64M revenue, via developing show signage and digital collateral including website, mobile application, scheduling and registration systems, online advertisements, and emails.
- Promoted cross-team collaboration among internal staff members and external companies by developing, implementing, and maintaining product processes.
- Created a "Schedule Builder" product used by 100+ events that enabled users to navigate event sessions and manage personal schedules and priorities, and share it with others.

Education

MS Global Studies & International Relations –2019

Capstone project - "Yemen's Divided Realities: A Study in Conflict Identities"

Northeastern University, Boston, MA

BS Graphic Design, BS Anthropology – 3.98 GPA, 2007

Concentration in New Media + Web Design • Samuel Bishop Award Winner for Excellence in Motion Design • Graduated Summa Cum Laude

Northeastern University, Boston, MA

Tools & Proficiencies

Adobe XD | Photoshop | Illustrator | After Effects

Figma | Sketch | Octopus.do | Miro | Webflow | Invision | Framer | Principle | HTML/CSS