

Product Designer

User-centred designer using research and data to produce designs that delight customers. Experienced working in cross- functional teams, across single or multiple projects.

Experience

Core Skills

- **User-Centered Design:** User Research, User Testing, Empathy
- **Problem Solving & Data-Driven Decisions:** Data Analysis, Communication, Time Management
- **Creative Communication:** Copywriting, Visual Design, Prototyping
- **Accessibility Standards:** WCAG AA Compliance

Technical Proficiencies

- **Design Tools:** Figma, Adobe XD, Sketch, InVision, Framer, Axure RP
- **Creative Suite:** Adobe Photoshop, Illustrator, After Effects
- **Prototyping & Web Design:** Webflow, HTML/CSS, JavaScript
- **Analytics & Research Tools:** Mixpanel, Hotjar, HubSpot

Education

- London Fields Design School, Designer Development Certificate, London, UK
- Bachelor of Design, Concordia University, Montréal, Canada
- Diploma of Collegial Studies in Cinema / Communications, Dawson College, Montréal, Canada

Trint - Product Designer

Oct 2021 - Present / London, UK

- Crafted impactful B2B solutions by translating user needs and usability principles into seamless, user-centred designs.
- Inform product development decisions by conducting user research and analysing data
- Collaborating with developers, product managers and designers
- Recognised as an inventor on a U.S. patent for Realtime Multi-language Transcription with Collaborative Editing.

Trint - Graphic Designer

Nov 2020 - November 2021 / London, UK

- Produced visual solutions and brand identity concepts
- Delivered company collateral under regular deadlines
- Worked with the marketing team, leadership and other company stakeholders

GetLiftedMedia - UI/UX Designer

April 2019 - January 2020 / Montréal, QC, Canada

- Developed and redesigned responsive pages for e-commerce platform
- Created concepts and wireframes
- Worked consistently within established time frames delivering various marketing assets

RAD HOURANI - UI/UX Designer

April 2019 - December 2019 / Montréal, QC, Canada

- Created concepts, user flows, wireframes, UI design
- Adapted CSS by applying brand guidelines
- Collaborated with the CEO and developers

CUJAH - Graphic Designer

Sep 2017 - May 2019/ Montréal, QC, Canada

- Worked on brand identity to enhance the association's image
- Regularly delivered digital and print collateral
- Collaborated with the editor-in-chief and conference coordinator

Freelance - Designer

Sept 2016 - November 2023

- Delivered and managed various assets under tight deadlines
- Prepared concepts and sketches for clients
- Ensured brand compliance
- Worked internationally and in collaboration with startups, entrepreneurs, non-profits