

Jessy Bou Dagher

Product Designer

Driving Product Growth
Through Strategy & Cross-
Functional Collaboration

CONTACT INFO

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EDUCATION

BA in Graphic Design

American University of Science
& Technology

2012 - 2014

SKILLS

Product Design, UI/UX Design, User Interface Design, User Experience Design, Web Design, Lean Startup Development Process, Art Direction, Digital Design, Branding, Storytelling, User-Centric Design, Design Research, Design Strategy, Wireframes, User Flows, Site Maps, Interactive Mockups, Prototypes, iOS App, Google Material Design, Responsive Design, System Design, Illustration, Storyboarding.

TOOLS & TECHNOLOGIES

Product Design: Figma, Sketch, Invision, Miro, Dovetail

Web Design: Wordpress, Webflow, Shopify

Design: Illustrator, Photoshop, inDesign

Analytics: Google Analytics, Quantum Metrics, Amplitude

FEATURED ON:

Fubiz

Muzli

LANGUAGES

Arabic (fluently)

English (very well)

French (un petit peu)

SOCIAL

Behance/jessyboudagher

LinkedIn/jessyboudagher

EXPERIENCE

Senior Manager UX - Payments & Loyalty

07.2021 - Present

AlMosafer, Dubai

- Lead the Payments & Loyalty team by defining the product vision, shaping the roadmap and strategy, and aligning cross-functional teams around shared goals. Collaborate closely with business stakeholders to drive measurable outcomes.
- Improved payment-to-book conversion by 5% through a comprehensive checkout revamp, delivering key initiatives and targeted experiments to optimize KPIs such as payment method share, drop-off rates, and backdrop rates.
- Led the integration of 5+ loyalty programs and developed the foundational framework for a loyalty points exchange with external partners, contributing to 10% of all net new revenue within just one month.
- Fostered a culture of experimentation by conducting 20+ A/B tests and leveraging both qualitative user research and quantitative insights to validate hypotheses and enhance user experience.
- Co-created and implemented a shared design system adopted by 6 teams, 15+ designers, and 20+ engineers, streamlining delivery and accelerating design implementation by 50%.

UI/UX Designer

01.2018 - 06.2021

Sociata (previously Vinelab), Beirut

- Led end to end the user experience and design of a SaaS web for advertisers and a mobile app for creators, thus closing the loop of the influencer collaboration process.
- Helped Createvo increase its revenue and acquire key signups from the likes of Uber, Bank of Emirates, and Talabat by evolving features and building additional functionalities based on user feedback.
- Rebranded Createvo to align the product with the company's positioning and its new shift to product-led growth.

Art Director

02.2017 - 02.2020

Sociata (previously Vinelab), Beirut

- Established and led the design strategy, vision, roadmap, and execution for the creative unit.
- Planned, designed, and delivered 100+ compelling digital ads based on science-backed research and increased conversions in digital campaigns by 23% through creative A/B testing.
- Rebranded Vinelab into a more dynamic & approachable influencer marketing leader for the MENA region.

Visual Storyteller

02.2016 - 02.2017

Vinelab, Beirut

- Spearheaded the complete digital visual storytelling for Najem, the Buzzfeed of the Arab world, generating 100k+ unique website visitors and reaching 1M+ people on social media.
- Rebranded the digital personas of several high-profile regional celebrities & influencers and designed social media content which allowed them to grow their audience base and tap into new markets.

Graphic Designer

06.2015 - 01.2016

Fido Communication, Beirut

- Created full-fledged brand identities for local businesses, helping them in their expansion.
- Generated concepts and produced assets for social media content across platforms, helping in driving conversions.
- Supervised the complete on-site execution of indoor branding projects.
- Collaborated on the planning & pitching process for new clients.

Freelance Graphic Designer

07.2014 - 06.2015

Communica Design, Beirut

- Worked closely with award-winning art directors as a freelance designer to create design solutions.
- Brainstormed ideas and crafted designs for a wide variety of cross-media projects involving branding, editorials, exhibitions and more, for startups & academic institutions.

FREELANCE

- Helped local businesses scale through brand strategy, dynamic identity design and user-centered web design.