

Tareq Nabulsi

User Experience Lead

USA

United States

tnabulsi15@gmail.com



Links

[Design portfolio](#)

[Linkedin](#)

[Dribbble](#)

Skills

Figma, Framer, Adobe Creative Suite, Webflow, Vercel, Lovable

UserTesting, Pendo, Maze

HTML, CSS, JavaScript, jQuery, XML

User-centered Design, mobile First Design & Responsive

Information Architecture, storyboards, user flows, interactive prototypes, and designs

Profile

Dynamic User Experience Lead with a decade of expertise in user-centric design, front-end development, and artificial intelligence integration. Renowned for my strategic leadership in both start-up and corporate environments, I excel in mentoring teams and driving innovative projects from concept to completion. Eager to leverage my skills in managing and mentoring to deliver impactful, AI-enhanced digital solutions that elevate user engagement and satisfaction.

Employment history

OneTrust | Principal Product Designer | Atlanta

Apr 2024 - Present

- **User Functionality Leadership:** Led the platform team in enhancing core user functionalities—including navigation, settings, notifications, and homepage experience—resulting in a **15% increase in overall user satisfaction**.
- **Design Roadmap Direction:** Directed the design roadmap across platforms, collaborating with cross-functional leads in product and engineering to **accelerate delivery timelines by 20%**.
- **AI-Governance Experience Design:** Spearheaded the design of a new **AI-governance product**, creating end-to-end flows that enable users to build and manage AI use cases, models, and datasets—balanced innovation with **50% consistency to legacy design patterns** to ensure adoption at scale.
- **Conversational AI (Copilot) Development:** Designed and launched **OneTrust Copilot**, a company-wide AI chatbot, and created conversational flows, interaction patterns, and chatbot designs that integrate cross-departmental functions into a unified assistant, enhancing accessibility and operational efficiency.
- **Site Architecture Overhaul:** Orchestrated a comprehensive overhaul of the site architecture for a key trust product, aligning with marketing and business teams to refine pricing and packaging strategies, boosting market competitiveness by **10%**.

Amazon - AWS AI/ML | UX Designer Specialist | Seattle, Washington USA

Mar, 2022 - Jun 2024

- Successfully led a top-down user experience design strategy across 3 cloud services, directly driving a consistent 20% quarterly growth.

- Spearheaded usability testing initiatives, coordinating remote and in-person user testing to inform design decisions and improve UX flow
- Directed the design process effectively by creating essential UX artifacts such as site maps, user flows, and persona interviews.
- Established user experience standards, guidelines, and best practices that resulted in an average 25% increase in task completion rates across various products.
- Enhanced communication methods by introducing diverse initiatives such as newsletters, bi-weekly design showcases, and quarterly planning sessions.
- Successfully spearheaded the launch of the Monitron service, earning premier recognition at the annual AWS reInvent conference.

IQVIA | UX Design Lead | Atlanta, GA USA

Aug, 2021 - Mar, 2022

- As a UX Lead at IQVIA, I revamped the process for the "Strategy Workbench" product, collaborating daily with product, engineering, and UX teams to enhance research, design, delivery, and communication.
- Established a design process that bolstered communication between design, product, and engineering teams. This refinement involved integrating designers into specific scrum teams and introducing tailored templates for meetings and design briefs.
- I streamlined the research process by devising primary and secondary research templates, enabling designers to save time with readily accessible templates on the team's Confluence pages.
- Collaborated with cross-functional teams to devise user-centered product roadmaps, sprints and timelines, resulting in more streamlined development suites

BetterCloud | Senior Product Designer | Atlanta, GA USA

Jul, 2020 - Aug, 2021

- As the Senior Product Designer at BetterCloud, I lead the reporting team in conceptualizing and crafting a novel reporting feature, seamlessly integrating it into the BetterCloud application, underscoring our commitment to innovation and user-centric design principles.
- Established user experience standards, guidelines, and best practices that resulted in an average 25% increase in task completion rates across various products
- Lead design workshops and collaborate with cross-functional teams to align on product visions and strategies
- Lead and manage a team of junior product designers, providing mentorship and guidance to help them grow professionally and achieve their goals.
- Collaborate with the engineering team to understand technical constraints and possibilities in order to create feasible designs

Honeywell | Senior User Experience Designer

Nov 2018 - May 2020

- Collaborated with teams to align design with business goals, improving product-market fit.
- Conducted user research to identify pain points, enhancing user satisfaction.
- Explored new technologies in design, boosting user experience and market competitiveness.
- Authored UX specifications and wireframes, streamlining product development processes.

ADP | User Experience Designer

Jun 2018 - Sep 2018

- Guided teams in UX strategy execution, enhancing design consistency across applications.
- Created interactive prototypes for stakeholder feedback, optimizing pre-development processes.
- Established a design system, ensuring uniformity and efficiency in user interfaces.

Northrop Grumman | User Experience Designer

Mar 2017 - Jun 2018

- Developed user flows and prototypes for intuitive digital experiences.
- Enhanced product vision through research and user testing.
- Designed wireframes and mockups for diverse interfaces.
- Resolved design challenges with strategic solutions.
- Collaborated effectively with team and stakeholders.

Longstreet solutions Inc. | User Experience Designer

Dec 2016 - Feb 2017

- Updated wireframes for email app, enhancing user experience with Sketch.
- Collaborated with the development team via Slack to refine wireframe iterations.
- Presented design updates, facilitating project manager alignment on user interface improvements.

Orderly | User experience

Oct 2014 - Mar 2017

- Managed help desk with 100% success rate, enhancing user satisfaction and system efficiency.
- Developed wireframes and conducted user testing, improving homepage usability and engagement.
- Gathered client feedback to refine information architecture, boosting product usability.
- Led product development, providing data-driven reports to optimize website and app functionality.
- Implemented UI improvements, simplifying product usability and enhancing user experience.

Education

Bachelor of Business Administration (B.B.A.) (Management Information Systems, General) | Kennesaw State University

Dec, 2009 - Dec, 2013

User Experience Design Certification (User Experience Design) | General Assembly | Atlanta, GA USA

2014