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My Portfolio



23946 Catawba Hill Dr, Clarksburg, Maryland 20871

EDUCATION

2011 - 2014

BA MEDIA ARTS & DESIGN

SNHU | New Hampshire

Bachelor of Arts in Graphic Design
and Media Arts

2003 - 2006

BS MARKETING & COMMUNICATION

ISEG | Toulouse, France

Bachelor of International Marketing
and Communication

WORK EXPERIENCE

JUL 2022 - PRESENT

LEAD PRODUCT DESIGNER

Somo Global | Washington DC & London

- Planning, leading, and providing mentorship for the design team and contributing as an IC for each project.
- Responsible for design management and operations, focusing on tools to improve processes, design systems, and research ops.
- Ensure UX design activities are executed at high-quality levels, priority setting, and managing scope, often leading by example in creating design documentation for definition and planning, visual mock-ups and interactive prototypes, design QA, and launch.
- Advocate for design thinking, atomic design, the importance of A/B testing, and research operations.

APR 2020 - JUN 2022

SENIOR ART DIRECTOR, UX

HZDG | Rockville, MD

- Led the design and delivery of Design Systems, wireframes, Components' library, User Stories, User Journeys, and Interactive Prototypes optimized for a wide range of devices and interfaces.
- Help drive the development of a visual design system that will empower the UX team and engineers to move more quickly and consistently.
- Operate from a modern and feasible design approach, incorporate best practices, and rely on data-driven insights to develop recommendations and navigate forward progress, and brand consistency.

ASMAE ZINOUN

LEAD PRODUCT DESIGNER



Accomplished and visionary product designer with a proven track record of transforming complex concepts into intuitive and engaging user experiences. With a deep understanding of user-centered design principles and a passion for creating exceptional digital products, I bring over 14 years of experience leading Product design initiatives across diverse industries.

From ideation to implementation, I thrive in collaborative environments, guiding cross-functional teams to deliver innovative solutions that surpass user expectations and drive business growth.

My blend of technical expertise, creative flair, and strategic thinking enables me to craft seamless and delightful user experiences that captivate audiences and elevate brands. Ready to leverage my skills and leadership acumen to shape the next generation of digital interactions.

TOOLS

Figma	Mirro	WCAG
Adobe XD	Mural	Axure
Sketch	Jira	Indesign
Webflow	Storybook	Trello
Photoshop	Notion	Asana
Illustrator	Keynote	Slack
Invision	Atomic	Podio
Protopie	Hotjar	Freeform ...

WORK EXPERIENCE

MAY 2018 - APR 2020

SENIOR UX DESIGNER

Immersion Active / Frederick, MD

- Directed end-to-end design processes for responsive products collaborating with cross-functional teams through user research focused on 55+ markets, wireframing, interactive prototyping, rounds of testing, iteration, and improvements, and final UI design stages, achieving consistent client satisfaction and positive feedback.
- Worked with 55+ markets' stakeholders, from early to growth stage B2C and B2B digital and physical products, Brand Creation, and service design Blueprints.

APR 2016 - MAY 2018

ART DIRECTOR

Viva Creative / Rockville, MD

- Collaborated with the company president on recreating a distinct identity and new internal marketing materials.
- Created mood boards, developed styling themes, and Design collaterals for international and multilingual events.
- Collaborate with Insights Strategists, Creative Writers, and Company President to Translate the subject matter of company RFPs and proposals into winning keynote presentations.

APR 2016 - MAY 2018

SENIOR BRAND DESIGNER

Northrop of Long and Foster / Clarksville, MD

- Strategized and designed high-profile digital and traditional marketing campaigns, Landing pages, and other initiatives in collaboration with the Real Estate agents.
- Maintain brand consistency throughout all marketing projects.
- Designed websites and offline interactive listing presentations for real estate agents.

REFERENCES

MRS. ANDRA ABRAMSON

Digital Content Writer

P : (267) 496 2661

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MR. JONATHAN BOEHMAN

Director Of Innovation

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MR. ANDREW WACHHOLZ

Director, User Experience

P : (651) 503 4214

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MRS. JOHANNE COURTRIGHT

Senior Web Developer

P : (240) 500 0291

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HARD SKILLS

User Research

Prototyping

Service Design Blueprinting

Brand Experience

Workshops

Presentation

Data Visualisation

Testing

Branding

Illustration

Story Board

Team Managment

LANGUAGE



ENGLISH
Very Good



FRENCH
Natural



ARABIC
Very Good

AWARDS

APR- 2019

ASPECT MARKETING AND ADVERTISING AWARD

Award of Best Website and PPC campaign, for Park Springs Assisted living homes for 55+.

MAY- 2016

TRANSFORM AWARD MENA

Voted site of the year in 2016, for designing a brand and website for Maison Haas Boutique Hotel.

CERTIFICATIONS

JUL- 2021

DESIGNLAB UX ACADEMY CERTIFICATE

Over 490 hours of UX design lessons and projects, learned about the UX and UI fundamentals and solution driven challenges.

APR- 2021

GOOGLE PROJECT MANAGEMENT CERTIFICATE

Online certificate from Google career certificates, learned about the project lifecycle and how to manage projects efficiently and effectively, using traditional and agile methods.