



Asmae Zinoun

Product, UX, and UI Designer

“I design for growth, scale,
and people”

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Email
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Location
Clarksburg, Maryland

Portfolio
asmaez.design

Education



BA MEDIA ARTS & DESIGN
2011 - 2015



BS MARKETING & COMMUNICATION
2011 - 2015

Languages



French
Native



English
Professional working



Arabic
Professional working

Awards

Aspect Marketing and Advertising Award
2019

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

Transform Award MENA
2016

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

Experience

Sep 2023 - Present @ KSA / Remote



Principal Product Designer
NEOM

- Leading user research and initiated workshops with stakeholders to identify opportunities, inform product roadmaps, and shape long-term visions for the Customs team.
- Building a team of bilingual designers across the world to meet an 8 FTE goal.
- Developing a scalable smart city dashboard by aggregating data from multiple IoT solutions and sensors to provide city-level visualization that improves operational efficiency and optimizes city management and planning.

Jun 2022 - Sep 2023 @ UK / Remote



Lead Product Designer
Somo Global/ CI&T

- Built trust among the team by creating a mutual action plan, ensuring clear communication, fostering collaboration, and making decisions aligned with strategic goals, resulting in a 20% increase in project completion rate.
- Envisioned, defined, and prototyped key enhancements allowing team to ship Service Blueprints and B2B and B2C Digital Products for our Clients.
- Led Brainstorms, design sprints, roadmapping, sizing sessions, internal and external workshops.

Apr 2020 - Jun 2022 @ Rockville, MD



Sr. Art Director UX
HZDG/ Notorious

- Led the design and delivery of wireframes, Design Systems, Components, User Stories, User Journeys, Testing, and Interactive Prototypes optimized for a wide range of devices and interfaces.
- Collaborated with UX researchers, interaction designers, software developers, and QA to deliver high-quality visual designs that effectively communicate interactivity.

May 2018 - Apr 2020 @ Frederick, MD



Lead. UX Designer
Immersion Active

- Designed intuitive interactions and easy-to-use interfaces grounded in research, customer input, and broader digital strategy specific for Senior audience and 55+ Market.
- Investigate best Design and Development of client external-facing customer websites responsively design), landing pages, social creative, email/e-newsletters and other digital platforms utilizing web technologies and digital coding languages.

Apr 2016 - May 2018 @ Rockville, MD



Sr. Experience Designer
Viva Creative

- Designed intuitive interactions and easy-to-use interfaces grounded in research, customer input, and broader digital strategy specific for Senior audience and 55+ Market.
- Investigate best Design and Development of client external-facing customer websites responsively design), landing pages, social creative, email/e-newsletters and other digital platforms utilizing web technologies and digital coding languages.

Skills

UX Research	01	Service Design	05	Creative Strategy	09
Prototyping	02	Workshop Facilitation	06	Brand Experience	10
Product Testing	03	RFP Presentation	07	Data Visualization	11
Storyboard	04	Team Building	08	Visual Design	12

Tools

