

ASMAE ZINOUN

LEAD PRODUCT, UX DESIGNER

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SUMMARY

A UX and Product Designer with over 16 years of experience in various industries, including eCommerce, Retail, SaaS, LMS, Healthcare, Automotive, and Finance. I have successfully led and developed award-winning web and mobile experiences for prominent brands such as Audi, Kawasaki, Pfizer, Home-Instead, and Volkswagen Credit Services.

As an empathetic design leader, I prioritize delivering joy through influencing change, nurturing talent, and executing projects with determination. I believe in design that extends from nature and flows effortlessly.

TECHNICAL SKILLS

Design System	Data Visualisation	Accessibility, WCAG Compliance
User Research	UI Design	User Journey
Information Architecture	Prototyping	Service Design
Storyboards	User Testing Tools	Brands Experience

PROFESSIONAL EXPERIENCE

Principal Product Designer | Neom

Sep 2024 - Present

- Neom Product and Tech department approached me to help Build a team of bilingual designers worldwide and meet an 8 FTE goal.
- Develop 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. My role in this project is leading user research and initiating workshops with stakeholders to identify opportunities, inform product roadmaps, and shape long-term visions for the Customs team.

Lead Product Designer | Somo Global, CI&T

Jun 2022 - Sep 2024

- During my time at Somo Global, I developed a comprehensive action plan to establish trust within the product design team, improve communication, promote collaboration, and make decisions that align with our strategic objectives. This led to a 20% increase in project completion rates. Additionally
- I contributed to conceptualizing, defining, and prototyping significant improvements, enabling our team to deliver Service Blueprints, B2B, and B2C Digital Products for our clients at Audi and Volkswagen financial services.
- I also conducted Brand Experience workshops with C-level stakeholders at Volkswagen Credit and Audi financial services, assisting them in defining the North American Brand personality and attributes, and outlining a plan for new brand touchpoints.

Lead UX Designer, Art Director | Notorious 111 (HZDG)**Apr 2020 - Jun 2022**

- Led the creation and evolution of a robust and scalable Design System with foundational elements and visual strategy including color, typography, dimension, grid, and layout that scales across complex Real Estate and Luxury Rental properties tools and websites.
- Collaborated with UX researchers, UX designers, software developers, and QA to deliver high-quality user-centered, multi-faceted user experiences by synthesizing insights, business requirements, and technical limitations for big e-commerce brands such as Kawasaki, Philips, and Mockingbird.

Lead. UX Designer | Immersion Active**May 2018 - Apr 2020**

- 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.

Senior Experience Designer, Art Director | Viva Creative**Apr 2016 - May 2018**

- Worked on assessing and analyzing user requirements, user interface concept development, workflow analysis, and storyboarding for International interactive events experiences such as Mary Kay, Indeed, Cetera, and many more high-profile brands.
- Delivered interactive demos and high-fidelity user interface visual design.
- Created annual event branding for large-scale interactive visuals for clients like American Express, and MSC.

Senior UX, Brand Designer | Northrop Realty of Long & Foster**Feb 2015 - Mar 2016**

- Helped new real estate agents migrate their profiles and closing portfolios to the main website, and linked to their social channels to facilitate exposure to potential clients.
- Created promotional landing pages for hot listings.
- Designed an award-winning, interactive, and customizable listing presentation for the company's real estate agents to showcase their expertise, impress sellers, and boost their closing rates.

EDUCATION

Bachelor en Communication, Conception et Création**Sep 2008 - Jul 2011**

ISEGCOM | Toulouse, France

ADDITIONAL INFORMATION

- **Languages:** English, French, Arabic.
- **Awards/Activities:** 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.