

# Joanne Saad

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## SUMMARY

Leverages a background in engineering, business, and design to bring a unique perspective to solving problems. Firmly believes that empathy, collaboration, and a confidence to experiment are the foundation of intelligent design. A serial learner who enjoys participating in all facets of the design process and exploring new methods for delivering better user experiences.

Adventurous, adaptable, and insatiably curious gym bunny living in London, UK.

## EDUCATION

**UX Designer Certificate** Feb 2019 - Jun 2020  
**CareerFoundry** Remote

Intensive training program specializing in UX processes and methodologies. Including: user research, journeys, personas, flows, testing, IA, and visual design fundamentals.

**MBA (Hon.)** Nov 2014 - Dec 2015  
**IE Business School** Madrid, Spain

Specialized in Finance; Cumulative GPA: 3.5;  
Top 10% of graduate class; Dean's List.

**Post-Baccalaureate Business Certificate** Jan 2013 - Jul 2013  
**Columbia University** New York, USA

Finance focus; Cumulative GPA: 4.165

**BSc. (Hon.) Civil Engineering** Aug 2005 - May 2009  
**Tufts University** Medford, USA

Cumulative GPA: 3.91 ;Summa Cum Laude;  
Dean's List.

## SKILLS & TOOLS

### Design

User Surveys and Interviews  
Competitive Analysis  
Wireframing  
Prototyping  
Sketching and Storyboarding  
Personas and Scenario Development  
User Flows  
Information Architecture  
User Testing and Data Analysis  
Project Management  
Visual and Graphic Design  
Branding  
Copywriting  
Responsive Design

### Technical

Illustrator; Photoshop; InDesign; AdobeXD;  
AfterEffects; Sketch; InVision; Balsamiq; Prott;  
MS Office/G Suite; AutoDesk; HTML5; CSS3;  
JavaScript; Python; VBA; MATLAB

## PROFESSIONAL EXPERIENCE

**Graphic Designer** Jul 2013 - Present

**Freelance** Remote

- Participate in client correspondence to determine the scope of various design projects;
- Conceptualize, create and present design solutions and assets for a variety of clients for web, mobile, and print projects;
- Conduct user research to inform strategic decisions used in crafting design solutions;
- Communicate with stakeholders to ensure business objectives are met.

**Business Development Manager** Jan 2016 - Present

**Soma Bay Tourism Investment** Cairo, Egypt

- Developed the creation and implementation of a Business Continuity Plan;
- Review of operating and financial performance of 5 Hotels;
- Developed a financial restructuring plan, including negotiating a solution to delinquent debt at 2 hotels;
- Develop a program to optimise the benefits associated with foreign currency revenues;
- Responsible for building and maintaining effective business relationships to attract and retain profitable business;
- Manage money-market financial investments and budget forecasts;
- Evaluate new investment opportunities;
- Assist in Corporate Management including BOD and OGM representation.

**Structural Engineer** Jul 2010 - Dec 2012

**Fluid Structures** London, UK

- Responsible for 40+ projects from earliest conceptual stage through to detailed design, ranging from larger education and retail (up to £10m) to residential and specialist design (up to £5m);
- Prepared Fee Proposals, design calculations and analyses, detailed structural drawings, Structural Specifications, Feasibility Reports, and Structural Planning Reports;
- Liaised with Clients, Architects, consulting teams, Planning Authority etc., and attended regular design team meetings to discuss progress-to-date and establish future works;
- Attended site to inspect and log opening-up works, supervise construction, and respond to "Requests For Information";
- Responsible for Project Management and Financing, including issuing monthly invoices and monitoring bad debts;
- Led a team of three graduates to deliver projects on tight deadlines to RIBA Stage C, D & E;
- Completed research reports on topics such as Drainage Design, The Use of Acrylic as a Structural Material, Wind Design
- Analysis, and The Design of Low-Energy Buildings for 21st Century;
- Responsible for creating presentations to pitch new jobs.

## ACTIVITIES

### Interests

UX Design Meetup Coordinator; Hiking (Climbed Kilimanjaro; Camino de Santiago de Compostella Pilgrimage - 850km); Bikram yoga; Pilates; HIIT Training; Traveling; Learning

### Languages

English; French; Arabic (conversational)