Mia AlSaif
Product Designer

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miaalsaif.com

Experience

Product Designer • Storyblocks
May 2019 – Jan 2020
Arlington, VA

• Conducted market and user research to refine and differentiate Enterprise offering; designed and launched tailored experiences that correlated to a 48% growth of qualified leads
• Redesigned Storyblocks landing and About Us pages as part of an initiative to consolidate products and deliver a unified experience
• Redesigned mobile and desktop experiences for SEO optimization, resulting in improved performance and ranking on Google for numerous identified search terms
• Performed continuous A/B testing with the focus on improving conversion and retention rates through several aspects of the applications (e.g. Plans and Pricing, search experience for visitors, and post-sign up segmentation)
• Maintained and contributed to Storyblocks design system and team operations

Senior Technical Support Engineer • Acquia
Oct 2018 – May 2019
Remote

• Lead the resolution of technical and business issues impacting Fortune 500 companies and Government agencies; effectively-researched and analyzed various sources of information; thoughtfully delivered intricate findings to individuals with varying technical backgrounds
• Designed and launched Swarm, a product that resulted in improved global teams' velocity and contractual service level agreement attainment
• Served as subject-matter expert during client advisory calls on development best practices, performance tuning, and infrastructure architecture
• Mentored and trained support engineers on job functions, as well as complex client issues

Technical Support Engineer • Acquia
Oct 2016 – Oct 2018
Portland, Oregon Area

Front-End Developer • Georgetown University
May 2014 – Jan 2015
Washington, D.C.

• Designed, developed, and launched WICS, a product that contributed to an increase in the number of services provided to over 157,667 classes in ten classroom buildings
• Identified opportunities for improved internal and external user experiences; expanded Classroom Educational Technology Services [CETS] scheduling system functionalities and services
• Owned all aspect of CETS homepage, including copywriting, visual design, and user experience

Education & Certifications

Master of Professional Studies (MPS) in Technology Management
Georgetown University

Bachelor of Science (B.S.) in Management Information Systems
Prince Mohammad bin Fahd University

Acquia Certified Cloud Pro
Acquia

Certified Scrum Master, CSM
Scrum Alliance

Skills

Adobe XD	Sketch	InVision
Photoshop	Illustrator	Premiere Pro
HTML	CSS	JavaScript