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Hello there, I'm Jennifer Haddad

I'm a user experience designer and design systems advocate from Beirut living in Austin. I aim to scale design practices by optimizing for consistency, developing design systems, and increasing productivity. I am passionate about creating thoughtful, user-centric, and high-quality designs with speed. I believe that design and functionality are driven by user behavior.

I am currently,

Senior Product Designer at RetailMeNot

Led the complete redesign and re-architecture of the RetailMeNot mobile apps for alpha testing. Helped craft and present the app strategy through multiple company and leadership updates. Created an extensible UI kit and templates that laid a strong foundation for the team to continue building upon while on my maternity leave. The redesign resulted in **+40%** in online yield, **+127%** in logged in rate, **+62%** in account sign up and increase in conversion.

The new design language I created for the app is the foundational work that drove the redesign of all of RetailMeNot core products (web, email, and browser extension).

Led the design effort and strategy for the Product Discovery Experiences initiative, an experience that allows RetailMeNot to meet consumers earlier in their shopping journey. Established a modular design system that provides flexibility and empowers the working team to create and test new types of content.

Utilized the new modular system to redesign RetailMeNot's seasonal pages and create experiences that promotes engagement and discovery. The redesign resulted in **-30%** in bounce rate, **+58.93%** in uCTR, and **+30.35%** in yield on the black friday experience.

Led efforts in creating and evangelizing the design system for RetailMeNot. Raised the bar of design execution of the team through my design systems work, and by coaching team members on best practices to contributing to the design system.

Developed tools and templates to facilitate design/stakeholder collaborations, document design decisions at handoff and increase productivity for everyone to work better together.

RetailMeNot Work History

- **Senior Product Designer**
September 2018 - Present
- **UI Designer II**
Jul 2017 – Aug 2018
- **UI Designer**
Oct 2016 – Jul 2017

Past Experiences

Prior to moving to Austin in 2016, I had a 9 year career in Beirut, Lebanon where I was born and raised.

Partner / Visual Communication Director – Dress Code Converse

November 2014 - October 2016

My marketing co-founder and I ran a small boutique digital consultancy agency offering branding, social media marketing strategies, user experience design, and tech development for small to mid-level local businesses. This experience taught me the resilience and expertise needed to build a small business from the ground up, in a country plagued by political and financial insecurities.

Digital Production Manager / Senior Digital Designer – Social4ce

June 2013 - February 2015

Was the agency's first digital designer hire, and with my talent the agency was able to grow and win more projects. Reported directly to the CEO and managing partner and was considered as one of the agency's pillars.

Co-Founder / CCO – Yoofers

August 2012 - April 2013

Yoofers is a social crowdfunding startup I cofounded with 2 other people as part of Lebanon's first accelerator program. As the creative co-founding member, my role was to create the entire Yoofers brand, which included, but not limited to, brand identity, website interface, pitch videos along with all the administrative and day to day tasks of a founding member. In addition I mentored, advised, and helped fellow designers in the accelerator program. We were the first startup to launch, test and validate an MVP in a small market.

Senior Web Designer – Paravision

October 2011 - September 2012

Brought on to help the agency transition from Flash (RIP!) to HTML5/CSS3. Worked directly with CEO on the interface design and launch of an in-house product in the travel industry.

Senior Web Designer / Team Lead – Netways

May 2010 - September 2011

Managed, trained, and mentored our team of junior designers. Set the project priorities and work schedule for the team. Reviewed designs created by team members.

Designed large and complicated websites and intranets for different governmental entities in the UAE like the Ministry of Health, Ministry of Public Works, Dubai Chambers, H.H. Sheikh Mohammed Bin Rashid Al Maktoum and many more.

- **Web Designer – Netways**

April 2007 - May 2010

Skills & Tools

Interaction design, prototyping, user research, HTML/CSS, Figma, Sketch, Adobe Creative Suite, Invision, Zeplin, Miro, and Principle.