

## ABOUT

I design experiences for both the digital and the physical world. I create designs that emphasize ease of use and accessibility, and provide valuable solutions to end-users problems.

I believe good design is innovative, functional, clean, and honest.

## SKILLS

### LANGUAGES

English (First language)  
Arabic (Native)  
Spanish (B1-B2 Level)

### CRAFT

User needs research • Ideation •  
Sketching • Concept development •  
Illustration • Design research • User-centered design • Human factors •  
Wireframing • Prototyping • Digital modelling • User Testing •

### SOFTWARE

Balsamiq • Adobe XD • Invision •  
Illustrator • InDesign • Photoshop •  
Rhino • AutoCAD • V-Ray  
rendering • Unity3D •

### PROGRAMMING LANGUAGES

HTML • CSS • Javascript • Python • C#

## EDUCATION

### AMERICAN UNIVERSITY OF SHARJAH (SHARJAH, UAE)

Bachelor's of Architecture • N.A.A.B Accredited • 2014

I completed 178 credits split between architecture, visual communication, and product design. I was the chapter president of the American Institute of Architecture Students.

### IBM

Enterprise Design Thinking Practitioner • 2019  
Enterprise Design Thinking - Team Essentials for AI • 2019

### UNIVERSITY OF VIRGINIA - DARDEN SCHOOL OF BUSINESS

Digital Product Management Specialisation • 2020

### UNIVERSITY OF CALIFORNIA, IRVINE

Project Management Principles and Practices Specialisation • 2020

### UNIVERSITY OF MICHIGAN

User Experience Research and Design Specialisation • 2020

## WORK EXPERIENCE

### ECOMZ (BEIRUT, LEBANON)

Customer Experience and Senior User Experience Designer • 2020 - Present

Design lead on the Website Builder 2.0, lead on the platform UI/UX revamp, developed and maintained the website and Zendesk website. I work with the product manager, dev team, marketing team, and our users, to create solutions to real problems.

### FREELANCE DESIGNER (REMOTE)

Architect • Visual Designer • User Experience Designer • 2014 - 2020

I actively worked as a freelance architect, visual and UX designer for multiple clients across different countries and a variety of media.

### BH ENGINEERING OFFICE (BEIRUT, LEBANON)

Architect • Branding Designer • Procurement Officer • 2015 - 2019

I was the architectural lead and main liaison between contractors, labourers, government institutions, and the firm. I was also responsible for the firm's brand design.

### BERNARD KHOURY / DW5 STUDIOS (BEIRUT, LEBANON)

Intern Architect • Intern UI Designer • 2013

I conducted an urban study of Beirut, and designed a user interface that allowed users to take part in the creation of a living and breathing map of the city through storytelling.

### ABAR ARQUITECTOS (BARCELONA, SPAIN)

Intern Architect • 2012

Designed mass-producible, and customizable modular housing units based on human-centered design for a BIM software that would allow users to buy affordable housing.