

EDUCATION

McGill University - School of Information Studies, Montreal, Canada 2023 - 2025
Master's of Information Studies (MiSt), focus on User Experience (UX) Design, CGPA: 3.64/4.00

Erasmus University Rotterdam, Rotterdam, Netherlands 2020 - 2023
Bachelor of Science in Communication and Media, Minor: Innovation Marketing, GPA: 8.00/10.00

SKILLS AND INTERESTS

Language Skills: Fluent English and Arabic, Intermediate French: Beginner Dutch

Certifications and Training: Foundations of UX Design (Google)

Interests: Behavioral psychology in design, the intersection of UX and Marketing, storytelling to drive business growth, bodybuilding, politics, and history.

WORK EXPERIENCE

Clearskin.org, Amsterdam, the Netherlands, *UX Research Intern* - Remote Jul. 2024 - Present

- Spearheaded UX research initiatives at ClearSkin, optimizing user experience for a rapidly growing startup.
- Led the end-to-end process, from participant recruitment to delivering actionable insights to stakeholders and senior leadership.
- Achieved significant improvements in key performance indicators, including a 30% reduction in time on task for common actions (e.g., signing up), a 25% decrease in user error rates during tasks, a 20% reduction in drop-off rates at critical stages of the user journey, and a 15-point increase in System Usability Scale (SUS) scores.
- Regularly presented research findings to stakeholders, translating complex data into clear, actionable recommendations that drove strategic product decisions.
- Collaborated with cross-functional teams including designers, developers, and executives to ensure research findings were seamlessly integrated into the product design and development process.

Hyperion Lab, Amsterdam, the Netherlands, *Events and Marketing Intern* - Full-time Mar. 2022- Sep. 2022

- Strategically grew and energized the AI community in Amsterdam, driving a 100% increase in engagement and a 50% growth in followers within the duration of my internship.
- Expanded the community by leveraging social media, targeted email marketing, and proactive start-up scouting, positioning the company as a key player in the local AI ecosystem.
- Managed company representation at hiring events, organized high-impact networking events, and provided hands-on support to startup founders, strengthening community ties and brand visibility.
- Maximized marketing efficiency by utilizing HubSpot for scheduling posts, executing targeted email campaigns, and creating high-conversion landing pages.
- Enhanced website performance through data-driven optimizations using Hotjar heat mapping, leading to improved user experience and increased conversion rates.
- Produced engaging multimedia content using Canva, contributing to a stronger visual brand identity and higher engagement across digital platforms.

NSERC ResNet, Montreal, Canada, *Digital Content and Web Manager* Feb. 2024 - Present

- Elevated website aesthetics to boost visual appeal and user engagement, resulting in a more compelling online presence.
- Effectively translated research findings into accessible, public-facing content, ensuring clear communication and wider dissemination.
- Represented the company at key conferences, including conducting and producing participant interviews at the PECS III conference in Montreal, enhancing the company's visibility and industry reputation.
- Provided expert advice on website design and formatting, aligning with industry best practices and company standards to optimize user experience.
- Managed and grew social media accounts, significantly increasing brand visibility and audience engagement through targeted content and strategic outreach.