WINONA NASSER!

PRODUCT DESIGNER

CONTACT

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Always happy to chat!

PORTFOLIO

winonanasser.myportfolio.com

SKILLS

Experience & Interface Design
Design Systems
Storytelling/Presenting
User Research
Usability Testing
Responsive & Accessible Design
Agile Framework
Interactive Prototyping
Sketching, Wireframing, Ideation
Branding

TOOLBOX

Adobe Creative Suite
Figma & FigJam
InVision
Jira
Lebanese Arabic fluent
French fluent
Greek beginner

EDUCATION

University of Florida

B.S. Advertising, French minor
SUMMA CUM LAUDE
HIGHEST GPA IN MAJOR

ASK ME ABOUT

Traditional Greek dance
My Lebanese heritage
Why I love the 🥺 emoji
The cookbook I'm writing
Language learning techniques

WORK

Founding Product Designer
Flox • January 2022 - June 2023

Designed and shipped end-to-end iOS experiences that allow people to connect after parties. Iterated on new features from ideation to handoff, launch, and testing. Contributed to overall product strategy using user research insights. Resulted in successful launches at colleges across the US with hundreds of weekly active users.

Product Design Intern
WillowTree Apps • June 2022 - August 2022

Designed and pitched new features for the Edward Jones website (with 1.4+ million monthly users) from low-fi wireframes to high-fi prototypes, using insights from user research interviews. Worked alongside developers to create a webapp for a touchscreen gas pump interface during a sprint.

Creative Director, Designer
JUV Consulting • August 2020 - June 2023

Led a multi-disciplinary team of 12 in producing an ad campaign for a Fortune 100 client. Responsible for visualizing ideas, designing a mobile web experience, directing a video ad and project management. Other projects involve visual design for clients like Facebook, Procter & Gamble, and Converse.

User Interface Designer
Skeen • April 2021 - July 2021

Created a design system for beauty-centered social media app. Presented multiple brand identity design solutions, designed the mobile interface, and prototyped it in Figma.

UX/UI Designer
The Agency at UF • April 2020 - May 2022

Designing and prototyping a cybersecurity iOS app using Figma, in tandem with developers.

Junior Designer
The SOZE Agency • September 2020 - May 2023

Crafted digital and print materials for social impact campaigns, such as out-of-home ads for the National Immigration Law Center and the interface of an HBO Max virtual event.

Graphic Design Associate
SRQ Magazine • June 2020 - May 2022

Freelance Interdisciplinary Designer
Self-employed • August 2018 - present

ON-CAMPUS

President
GatorUX • August 2020 - December 2021

Led a club of 80+ aspiring UX designers by facilitating design workshops, hosting guest presentations, and sharing resources.

RECOGNITION

My design work has been recognized as a **Shorty Awards winner**, featured on Bestfolios, and highlighted in **six industry articles** by Coursera, Springboard, and the like. I also spoke at Columbia University's Scholastic Journalism Convention in 2019.