

## EDUCATION

### **University of Pittsburgh**

Katz Graduate School of Business

Masters of Science in Management Information Systems

May 2019

### **Carnegie Mellon University**

College of Fine Arts

Bachelor of Architecture + Minor in Business Administration

May 2017

## TOOLKIT

### **Digital Software**

Adobe Creative Suite

Confluence + Jira

Zeroheight

Figma

Sketch

Invision

Zeplin

Abstract

Git

### **Analog**

Sketching/Illustration

3D modeling

3D printing

### **Coding**

HTML

CSS

### **Languages**

English (fluent)

Arabic (fluent)

## WORK EXPERIENCE

### **MRI Software | UX Designer III**

2021 - Present

- Served as UI/UX design lead for a major SaaS product targeting large clients with 1000+ property portfolios, serving as the exclusive designer during the critical initiation phase of this high-impact project
- Led bi-weekly strategic meetings with Product Managers and a key client, effectively presenting prototypes and steering product development through critical feedback and design tradeoffs
- Pioneered a localized design system tailored to the product's unique needs, laying the groundwork for seamless expansion and integration by additional designers and developers as the product evolved
- Played a key role in shaping the long-term vision for a unified design system within the company via active contribution to the creation and ongoing enhancement of Figma components and facilitating design workshops focused on collaborative iteration and evaluation of new patterns
- Effectively mentored a UX intern through a blend of practical instruction and constructive feedback, culminating in their transition to a full-time role on a product where I was the lead designer

### **Ascendum Solutions | Strategic Designer**

2020-2021

### **Ascendum Solutions | UX Designer**

2020-2020

- Led the design of advanced dashboard data visualizations for large datasets in the healthcare sector, emphasizing pre-emptive action triggers and seamless integration with task and ticket creation systems
- Designed and executed two distinct prototypes for A/B testing, closely observing and documenting user interactions during usability sessions. Presented findings and strategic insights to the Chief Design Officer, effectively validating and supporting key design decisions
- Leveraged specialized mobile design training to spearhead the development of a new branch within our design system, focused exclusively on mobile-first products, driving innovation and consistency in mobile user experiences

### **Freelance | Sun Pain Institute, Web Designer**

2019-2020

### **Freelance | Fuel Nutrition Group, Spatial + Brand Designer**

2019-2020

- Collaborated with the marketing team to lead the re-branding initiative, including stationary and website proposal for Sun Pain Institute
- Conceptualized and designed an interactive, illustrative website showcasing the client's work and personality, featuring a responsive, morphing hiking trail design that adjusts to browser window size
- Led a redesign of salon stations using reclaimed materials, achieving a 30% cost reduction
- Worked closely with the client to clarify and define the company's mission, target audience, and goals, setting a strategic foundation for the design process

### **Ae7 | Graduate Architect**

2017-2018

- Reduced turnaround time >50% by streamlining change request process between the U.S. based design office and overseas structural team
- Led landscape design proposal with help of team in producing drawings.
- Worked with 40+ team members to produce conceptual design options, 3D modeling, drawings, and presentation materials