



BOU JABER

SASCHA

PRODUCT DESIGNER

SKILLS




PROFESSIONAL

- **Multidisciplinary** Design
- Bringing **clarity** to Projects
- Building Responsive Designs
- Constructing user narratives
- Optimising Task Management
- Design Thinking & Facilitating
- Securing Cross-functional collaboration
- Auditing Information Architecture

TOOLBOX

- **Figma** (Includes features listed Below)
- **Entire Adobe Suite** (Design editing)
- **Locofy.ai Ai Plugin** (Design to Code)
- **Hotjar** (User Testing & Heat Maps)
- **QoQo.ai** (Journey Maps & UX Writing)
- **Origami** (Prototyping)
- **JIRA** (Task Management)
- **Relume.io Ai Plugin** (SiteMap prompts)
- **Slack** (Communications)
- **Amplitude** (Analytics)
- **Typeform** (Survey - User Research)
- Basic HTML, CSS Principles
- **Tokens Studio** (Design Systems)
- **ANT, Polaris** (Design Systems)
- **Invision** (Prototyping)
- **Anima** (Design to Code)

ASK ABOUT ME

- Creative Dancer 
- Obsessive moodboarder 
- Band Vocalist 
- Polyglot 
- Visual Effects Buff 
- Music & film enthusiast  
- MARVEL & DC Fan  
- Chef   **@myplatespecial**
- Stargazer & Traveler  

SUMMARY

Creative and user-centric Product Designer experienced in crafting intuitive and visually appealing digital experiences & passion projects. Lead Expertise in user research, wireframing, prototyping, and interface design across web and mobile platforms, with a proven ability to collaborate with cross-functional teams to deliver user-centred design solutions that drive engagement and enhance usability. Proficient in industry-standard design tools and passionate about staying updated with emerging design trends and technologies.

WORK FROM 2021 to Present

| AddBloom | Senior UX/UI Designer

Contributed to a full-fledged digital revamp of a Social Media & Digital Marketing Agency by reintroducing a new and improved style guide and design system (*updated: Website, Hiring assignments, admin portal, entire company portfolio*)

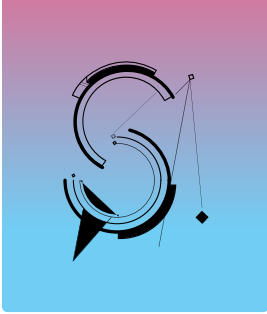
Lead and preserved the client-Designer short term and long term relationships by creating digital products infused in a variety of industries (*Health-tech, Cryptocurrency, E-commerce, Gaming, Ai, Saas, B2B, B2C, Construction, Music, Culinary etc...*) significantly boosting conversion rates by ~2 to 4% and enhancing overall targeted user experiences.

FROM 2019 to 2021

| Syrona Health | Product Designer & UX/UI Consultant

I was part of a team of scientists, doctors, developers, designers and business people. Our vision was to fight gender inequality in Gynaecology by creating accessible care and contributing to research, all to reinvent gender-inclusive health and wellbeing.

- Thoroughly audited and optimised the responsive website, mobile application and dashboard at progressive design phases of the product's development and deployment. Providing PRD (*Product request documents*) blueprints for the development team, providing them with a clear understanding of what needs to be built and why.
- Worked closely alongside the UX Analyst to organise research tasks, set up AB tests and revamped the product's entire design system. Prioritized weekly product Demos with the Dev team and stepped into multidisciplinary design tasks such as recreating social media templates, promotional material, company presentations, posters, and TV ads for the Sales Team based of the improved styleguide.



FROM 2018 to 2019

| UXLIVE London | Graphic Designer | Contractual

Successfully developed and designed a new brand identity for the combination of two distinguishing UX meetup organizers in London, *Techcircus and Testing Times*; branding is being actively used on Instagram and the UX Live website.

| Kingston University London | Assistant Design Thinking Lecturer

Directed students to invest their time in understanding how to serve the needs of their target audience through Design Thinking & Lego Serious Play. This enabled better collaborative class spirit, better products, services, and internal processes deployed.

SUMMER OF 2017 & SUMMER OF 2018

| Leo Burnett Dubai MENA | Art Direction Intern

Developed wayfinding design concepts and trendy iconography for the new social media ads deployed to the global brand *La Mer* and contributed to the final design in partnership with the extended creative team.

| Saatchi & Saatchi Dubai MENA | Social Media Intern

Concepted and developed differentiating campaign ideas and ads for multiple clients across channels including social media, billboards, digital, brand partnership, and retail. Distinguished clients varied from *Dubai Fashion Avenue, Dubai Creek Tower, Cadillac, and HUAWEI Nova 2*.

ACCOMPLISHMENTS

| Mastering Design Thinking | Tenshi: Ideact

- Completed a 12 week course with Ideact's Design Thinking Master Training. Weekly practices were offered to stimulate innovativeness in individual projects by exploring the double diamond process, embedding divergent and convergent thinking and getting outcomes up on the wall.

- Facilitated a remote team design sprint by using figma tools.

| Scrum Master | Project Lead | Winning Team for Best UX

- Participated in a UX hackathon hosted by Automation *Anywhere & Alphalake Ai* in London to thoroughly work on enhancing patient - health experience and democratising health data. I've organized and facilitated the sprint planning meeting by using online tools such as Miro and Trello.

- Arranged stand-up meetings, demos and drove the team to better creativity and improvement. With great teamwork at an efficient pace, a spot on UX was delivered.

| Facebook Design Jam

- Tackled a more modernized approach to the way we engage with people about their data security and control.

EDUCATION

- Msc User Experience Design at Kingston University London

Distinction | 2019 - 2020

- BSc Graphic Design with Digital Emphasis | Lebanese American University (LAU), Byblos

2:1 (3.5 GPA) | 2014 - 2018

LANGUAGES

- English (Fluent) 
- French (Fluent) 
- Lebanese (Native) 
- Korean (Conversational) 
- Spanish (Conversational) 

PERSONAL VALUES

- Creativity
- Curiosity
- Humor
- Innovation
- Responsibility
- Mindfulness
- Respect
- Empathy
- Equality
- Teamwork

VOLUNTEER

- 14days.me

April 2020 - June 2021

Lead UX/UI Designer, Graphic Designer, & Lego Serious Play Facilitator - COVID19 Online Support Platform

- UX LIVE 2019: Tech Circus x Testing Times "Let's Talk UX!"

Nov 2019 - Feb 2020

Science & Technology: Wayfinding

- Lebanese Food Bank

August 2020 - December 2020

Scout Volunteer - Beirut Harbor Explosion