



## EXPERIENCE

### Ernst & Young

UX/UI Designer + Consultant, *New York Design Studio*

New York, NY

Nov. 2021 - Present

- Leading UX and UI design initiatives for diverse features within the self-service enterprise portal of a **Fortune 500** Telecommunication Company, while achieving pixel-perfect deliverables, elevating the customer experience and earning national recognition.
- Contributed to business development efforts across multiple workstreams, fostering engagement and growth within the organization, with sales totaling to **\$1.25m** in FY23.
- Efforts collectively positioned the company as an industry leader, offering cutting-edge user experiences and embracing technological advancements with foresight and ingenuity - with industry recognition through winning **2 Gold** dotComm awards, **2 Gold, 1 Silver**, and **1 Bronze** Stevie Awards, **2 Gold** MarCom Awards, and **2 Silver** W3 Awards.
- Enhanced order request functionality, enabling efficient order status tracking and personalized customer information, collaborated with product and development teams to implement advanced security measures for user account protection, and established UX/UI guidelines for international expansion.
- Devised a seamless experience for remote device restarting, seamlessly integrated with the existing network performance feature. Streamlined the data visualization UI for improved help and support ticket tracking.

### Sullivan

UX Consultant - *Contract*

New York, NY

Aug. 2021 - Oct. 2021

### DeSantis Breindel

Design Intern

New York, NY

Aug. 2020 - May. 2021

### Siegel+Gale

Design Intern

New York, NY

Feb. 2019 - Aug. 2019

## EDUCATION

### Parsons School of Design - The New School

Master of Professional Studies in Communication Design

New York, NY

2020 - 2021

### Pratt Institute

Master of Science in Package Design

Brooklyn, NY

2018 - 2020

### NewSchool of Architecture & Design

Bachelor of Science in Media Design, Minor in Architecture, Certificate in Creative Advertising

San Diego, CA

2013 - 2018

## SOFTWARE

Figma, Sketch, Adobe CC, Rhinoceros 3D, Grasshopper, Keyshot

## LANGUAGES

**Arabic** : Native - **English** : Fluent

**Spanish** : Conversational

## COMMUNITY INVOLVEMENT + PUBLICATIONS

### Guest Lecturer + Final Review Panelist

Temple University . Philadelphia, PA. 2023

### 1, 10, 100 Years of Form, Typography, and Interaction at Parsons

Fuller, Jarrett, editor. ORO Editions. New York, NY. 2021

### Institute for Cultural Exchange: Islam it's also our History. Fields of influence on European Art.

Institut für Kulturaustausch Tübingen, Germany. 2017

## AWARDS

### GDUSA: American Package Design Awards Student Division, 2021

Winner

### Creative Communication Award Student Division, 2020

Winner: Luxury Product, Packaging

### American Advertising Awards District 15 Student Division, 2019

Gold Award: Online/Interactive Campaign, Gold Award: Digital Creative Technology

### San Diego American Advertising Awards Student Division, 2019

Silver Award: Online/Interactive Campaign, Silver Award: Digital Creative Technology

### San Diego American Advertising Awards Student Division, 2018

People's Choice, Best of Show, Gold Addy: Cross-Platform, Bronze Award: Integrated Brand Identity, Bronze Award: Packaging

## EXHIBITIONS

### 50/50: Collaborations + Confrontations

Basile IE Gallery

San Diego, CA

2018

### Loud Art: Reinterpreting Contemporary

Bait Al Zubair - Muscat, Oman 2016, Private Gallery - Jeddah, KSA 2015, Desert Design Art Gallery - Al Khobar, KSA 2015

Middle East

2015 - 2016