



SENIOR UX/UI DESIGNER

TAREQ NABULSI

GET IN CONTACT

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PERSONAL PROFILE

I'm a Senior User Experience Designer with 7 years of experience in user-centered design principles and front-end development experience. I'm a highly motivated professional who specializes in responsive UI/UX designs, user experience information architecture, and front-end UI development. I am a design and usability specialist and expert with a proven track record in start-up and corporate industries, UX design roles, or front-end design.

AREAS OF EXPERTISE

- Sketch 4, Figma, UXpin
- Abstract/Invision
- Adobe Creative Suite
- HTML 5.0/ CSS 3.0
- Bootstrap 4 Framework
- JavaScript/JQuery

OTHER SKILLS

- Prototyping and wireframing
- Constructing task flows and user flows
- Designing visuals
- Synthesizing data

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

BetterCloud | July 2020 - Present

BetterCloud is the leading SaaS Management Platform (SMP) that enables IT professionals to discover, manage, and secure their cloud applications in a best-of-breed world.

I am working as a Senior Product Designer on BetterCloud's reporting team to help create and design a new reporting feature that would be supported in our BetterCloud application.

- **Research/Strategy:** Organized consumer feedback and requirements into UX artifacts like research plans, interview scripts, and personas to help define the direction of the designs.
- **Design/Development:** I analyzed the research data to produce wireframes and prototypes that were used to test designs and gain important user feedback. I used usability testing feedback to iterate and deliver designs to the development team.
- **UX Artifacts:** I was able to help update BetterCloud's process by introducing new UX artifacts like research plans, interview scripts, and usability testing templates to help organize and speed up our process.

SENIOR USER EXPERIENCE DESIGNER

Honeywell | November 2018 - June 2020

Honeywell International Inc. is an American multinational conglomerate company that produces commercial and consumer products, engineering services, and aerospace systems.

I am working as a Senior User Experience Designer for Honeywell's Connected Building team to help create and design a new single software for all building products.

- **Research/Strategy:** Working with product owners to discover admin and consumer requirements and creating UX artifacts similar to site maps, user flow, and persona interviews to help give direction to designs

- **Design/Development:** I worked closely with the product owners and research team to produce wireframes and prototypes from UX artifacts. I used Sketch to create my designs and produced prototypes using Invision so that I can share it with the development team.
- **UX Artifacts:** I create multiple UX artifacts like site maps, user stories, interview scripts, wireframes, and prototypes that helped with understanding what requirements need for MVP and future updated
- **Design Systems:** I worked with Product, Creative, and Engineering to deliver scalable design standards, a design system for customer-facing UI, and design tools and automation enabling a leaner, more agile product development cycle.

SENIOR USER EXPERIENCE DESIGNER

ADP | June 2018 - September 2018

Automatic Data Processing, Inc., commonly known as ADP, is an American provider of human resources management software and services.

I worked as a Senior User Experience Designer for ADP's innovation team to create and design new applications for countries to build customized policies in a fast and innovative way.

- **Research/Strategy:** Worked with the research team to discover requirements and create UX artifacts that countries need when building policies.
- **Design/Development:** Collaborated closely with the development scrum team to produce wireframes and prototypes from discovered research requirements. I used Sketch to create my designs and produced prototypes using Invision so I can easily share them with the development team through the Confluence program.
- **UX Artifacts:** Created multiple UX artifacts like project briefs, user stories, and sketches that helped with understanding what requirements need for MVP and future updated concepts.

EDUCATION HISTORY

KENNESAW STATE UNIVERSITY

Bachelor of Business Administration (B.B.A.) (Management Information Systems, General), 2014

GENERAL ASSEMBLY

User Experience Design Certificate (User Experience Design), 2015