

TAREQ NABULSI

USER EXPERIENCE LEAD

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PROFILE

I am a User Experience Lead with 8 years of expertise in user-centered design principles and front-end development. I'm a highly motivated professional who excels in responsive UI/UX designs, user experience information architecture, and front-end UI development. My proven track record in start-up and corporate industries, UX design, and leadership roles have structured me into the usability specialist that I am today.

SKILLS

- Sketch 4, Figma, Adobe XD
- Abstract/Invision
- Adobe Creative Suite
- Confluence/Jira
- Aha!/ Miro
- HTML 5.0/ CSS 3.0
- Bootstrap 4 Framework

AREAS OF EXPERTISE

- Heuristic Evaluations
- Wireframing
- Prototyping
- User Testing
- Design System
- Information Architecture Data
- Defining KPIs
- User Research Development

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

COURSERA (Google)
Foundations of User Experience (UX)
Design, 2021

WORK EXPERIENCE

IQVIA

August 2021 - Present

UX LEAD

Supervised and led the implementation of a new design operation to establish a streamlined work process to speed up timelines and deliverables. During this effort, I created multiple templates including research plans, communication diagrams, and usability testing plans.

- **Design Operations:** Created a design process that contributes to improved communication between product and engineering. This improved communication consisted of assigning designers with specific scrum teams in addition to creating and providing different templates for meetings and design briefs.
- **Research/Strategy:** Simplified the research process by creating templates for primary and secondary research activities. This helped optimize the designer's process by saving them time with ready-to-use templates available on Confluence.
- **Design/Development:** Completed allocated design tasks that were approved and delivered to engineering teams for the development of IQVIA's product Strategy Workbench.

BetterCloud

July 2020 - August 2021

SENIOR PRODUCT DESIGNER

As a Senior Product Designer, I contributed in establishing BetterCloud's new reporting feature to deliver an experience that could obtain new users and convert current users from the outdated BetterCloud application to the new application.

- **Research/Strategy:** Conducted 6 internal interviews with users from different departments and roles within the company, gathering insight to shape the roadmap to build our first mockup of the reporting application.
- **Design/Development:** Analyzed the user research data to produce wireframes and prototypes used to test designs and gain important user insights. I arranged usability testing feedback to consolidate and deliver designs to the development team.
- **Research Artifacts:** I was able to improve BetterCloud's process by introducing 3 new UX artifacts like research plans, interview scripts, and 2 usability testing templates to help organize and speed up our process.

Honeywell

November 2018 - May 2020

SENIOR PRODUCT DESIGNER

As a Senior User Experience Designer for Honeywell's Connected Building team, I contributed in the creation and design of software for all building products including API Workflow, Building Energy Optimization, and Occupant and Space designs.

- **Design Operations:** Collaborated with product owners to discover admin and consumer requirements to create UX artifacts similar to site maps, user flow, and persona interviews to direct design flow.
- **Research/Strategy:** Cooperated with product owners and research teams to produce wireframes and prototypes from UX artifacts. Sketch and Invision were used to create my designs and produce prototypes to easily share with the development team.
- **Design/Development:** Developed multiple UX artifacts like site maps, user stories, interview scripts, wireframes, and prototypes that benefitted understanding what requirements were needed for MVP and future updated
- **Design Systems:** I worked jointly 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.

ADP

June 2018 - September 2018

ADVANCED USER EXPERIENCE DESIGNER

As an Advanced User Experience Designer for ADP's innovation team, I created and designed a new application for countries to build customized policies fast and creatively while connecting to existing ADP subscriptions.

- **Design/Development:** Collaborated closely with the development scrum team to produce wireframes and prototypes from user research requirements. Using Invision easily helps create and share prototypes with the development team through the Confluence program.
- **Research/Strategy:** Strategized with the research team to analyze user requirements by interviewing subject matter experts and various users.
- **UX Artifacts:** I produced multiple UX artifacts including project briefs, user stories, and wireframes that contributed to the design of the minimal viable product and future updated concepts.