

Sascha Bou Jaber

PRODUCT DESIGNER & DESIGN SPRINT FACILITATOR

Creative and user-focused Product Designer with a sharp eye and a creative brain for crafting intuitive, visually engaging digital experiences across web, mobile, and passion projects. I blend research, wireframing, and prototyping with close team collaboration to deliver smart, user-driven solutions that are both effective and up to date.

WORK

| AddBloom | Senior UX/UI Designer

From 2021 to Present

- Contributed to a full-fledged digital revamp of AddBloom (*a Social Media & Digital Marketing Agency*) by reintroducing a new and improved style guide and design system (updated: Website, Hiring assignments, admin portals, entire company portfolio). This enabled stronger user engagement and helped attract more client leads and project opportunities.
- Led 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, GameApp, AI, Saas, B2B, B2C, Construction, Music, Culinary, etc).

| Syrona Health | Product Designer & UX/UI Consultant

From 2019 to 2021

- 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 revamp 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 on the improved style guide.

| UXLIVE London | Graphic Designer | Contractual

From 2018 to 2019

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

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 (*Advanced*)
- Entire Adobe Suite (*Design Editing*)
- Locofy.ai Plugin (*Design to Code*)
- Hotjar (*User Testing & Heat Maps*)
- QoQo.ai (*Journey Maps & UX Writing*)
- Origami (*Prototyping*)
- JIRA (*Task Management*)
- Relume.io Plugin (*SiteMap Prompts*)
- Slack (*Communication*)
- Amplitude (*Analytics*)
- Typeform (*Survey - User Research*)
- Basic HTML, CSS Principles
- Tokens Studio (*Design Systems*)
- ANT, Polaris (*Design System*)
- Invision (*Prototyping*)
- Anima (*Design to Code*)

ASK ABOUT ME

- Creative Dancer
- Jui-jitsu Junky
- Band Vocalist
- Polyglot
- Visual Effects Buff
- Chef @myplatespecial
- Stargazer & Traveler
- Music & Film Enthusiast

| Kingston University London | Assistant Design Thinking Lecturer

From 2018 to 2019

- 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 & 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 the 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 |LebaneseAmerican 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
Volunteer - Beirut Harbor Explosion