



Tareq Nabulsi

User Experience Lead

United States

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As an accomplished user experience lead/ design professional with over a decade of experience, excelling in user-centric design and front-end development. My leadership skills have been honed in both start-up and corporate settings, where I've successfully led design teams and fostered a collaborative atmosphere.

LINKS

[Design portfolio](#)

[Linkedin](#)

[Dribbble](#)

SKILLS

Figma, Sketch, Adobe Creative Suite, Webflow

Invision, UserTesting, Pendo

HTML, CSS, JavaScript, jQuery, XML

Mobile First Design & Responsive

User-centered Design

User Research

Information Architecture, storyboards, user flows, interactive prototypes, and designs

Agile software development

Collaboration

EMPLOYMENT HISTORY

UX Designer Specialist

Amazon – AWS, Seattle, Washington USA — Mar, 2022 – Present

- Successfully led a top-down user experience design strategy across 3 cloud services, directly driving a consistent 20% quarterly growth.
- Spearheaded usability testing initiatives, coordinating remote and in-person user testing to inform design decisions and improve UX flow
- Directed the design process effectively by creating essential UX artifacts such as site maps, user flows, and persona interviews.
- Established user experience standards, guidelines, and best practices that resulted in an average 25% increase in task completion rates across various products.
- Enhanced communication methods by introducing diverse initiatives such as newsletters, bi-weekly design showcases, and quarterly planning sessions.
- Successfully spearheaded the launch of the Monitron service, earning premier recognition at the annual AWS reInvent conference.

UX Design Lead

IQVIA, Atlanta, GA USA — Aug, 2021 – Mar, 2022

- As a UX Lead at IQVIA, I revamped the process for the "Strategy Workbench" product, collaborating daily with product, engineering, and UX teams to enhance research, design, delivery, and communication.
- Established a design process that bolstered communication between design, product, and engineering teams. This refinement involved integrating designers into specific scrum teams and introducing tailored templates for meetings and design briefs.
- I streamlined the research process by devising primary and secondary research templates, enabling designers to save time with readily accessible templates on the team's Confluence pages.
- Collaborated with cross-functional teams to devise user-centered product roadmaps, sprints and timelines, resulting in more streamlined development suites

EMPLOYMENT HISTORY

Senior Product Designer

BetterCloud, Atlanta, GA USA — Jul, 2020 – Aug, 2021

- As the Senior Product Designer at BetterCloud, I lead the reporting team in conceptualizing and crafting a novel reporting feature, seamlessly integrating it into the BetterCloud application, underscoring our commitment to innovation and user-centric design principles.
- Established user experience standards, guidelines, and best practices that resulted in an average 25% increase in task completion rates across various products
- Lead design workshops and collaborate with cross-functional teams to align on product visions and strategies
- Lead and manage a team of junior product designers, providing mentorship and guidance to help them grow professionally and achieve their goals.
- Collaborate with the engineering team to understand technical constraints and possibilities in order to create feasible designs

Senior Product Designer

Honeywell, Atlanta, GA USA — Nov, 2018 – May, 2020

- As the Senior User Experience Designer at Honeywell's Connected Building division, I spearheaded the creation and design of a unified software solution for all building products.
- Collaborating with cross-functional teams, including product managers, engineers, and data analysts, to gather insights and ensure that the design aligns with business objectives and technical feasibility.
- Conduct user research to identify key pain points and opportunities for improvement in existing building products
- Drive innovation in product design by exploring new technologies, materials, and design methodologies to enhance user experience and stay ahead of market trends.
- Authored UX specifications, workflows, user personas, wireframes, and process flows for on-going projects, allowing for product development efficiency

Advanced User Experience Designer

ADP, Alpharetta, GA USA — Jun, 2018 – Sep, 2018

- As an Advanced User Experience Designer with ADP's Innovation Team, I pioneered the design of a novel application, empowering countries to craft customized policies swiftly and innovatively.
- Provide expert guidance and support to cross-functional teams during the implementation and execution of user experience design strategies
- Constructed high-fidelity interactive prototypes for stakeholder review, allowing for improved pre-development streamlining of product content
- Develop and maintain a design system to ensure consistency and efficiency in ADP's user experience across all applications

EDUCATION

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

Kennesaw State University — Dec, 2009 – Dec, 2013

User Experience Design Certification (User Experience Design)

General Assembly, Atlanta, GA USA — 2014 – 2014

Foundations of User Experience (UX) Design

Udacity (Google) — 2021 – 2021