Georges Raad   User Experience Lead

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🖥 Experience (8 years)

Jan 2018 — Present   ◉   **User Experience Lead • Netways**

Beirut, Lebanon

- Responsible for all creative output of the UX department.
- Managing and mentoring the department's team members.
- Working closely with the technical team to ensure projects' success
- Exploring the latest technologies and working with the design and development teams to implement, demo and learn such technologies.
- Implementing a UX process within the organization and integrating it with other existing processes (design, development, testing, …)
- Work within tight timelines in an agile environment and rapidly iterate and test concepts and prototypes.

Projects include

- **SFDA (Saudi Food and Drug Authority):** A backend system allowing importers and customs in KSA to manage all sort of food and drug imports into the country.
- **QFBA (Qatar Finance and Business Academy):** A business e-learning platform for Qatari entry-level to senior executive professionals.
- **FNC e-Parliament (UAE's Federal National Council):** An online portal aiming at digitizing the entire parliament work and processes in UAE.

Jan 2015 — Dec 2018   ◉   **Senior UX Designer • M&C Saatchi MENA**

Beirut, Lebanon

- **GlobeMed Fit**: An all-in-one, cross platform mobile app that helps users manage their health through automatic fitness tracking, food logging, health monitoring and insurance.
- **MyCommunityDubai:** A website that aims to promote Dubai as an accessibility and disability-friendly city.
- **Governmental Projects:** Clients including Ministy of Tourism, Ministry of Culture and the Lebanese Army in Lebanon.

July 2011 — Dec 2015 ◉ **UX Designer • Mercury Content**

Beirut, Lebanon

- **MMedia:** A subscription-based video streaming platform with content targeting the Arab region and the Lebanese diaspora.
- **NOW News:** A local and international news website and mobile app.
- **Other Projects:** Clients including USA's Department of Defense and the Lebanese Ministry of Culture

Education

Jan 2010 — Nov 2010 ◉ **Exchange Program • Oklahoma University**

Oklahoma, United States of America

Participated in a Students Exchange Program. Courses included:

- Human Computer Interaction (HCI)
- Embedded Systems, Robotics and Automation
- Formal Language and Automata
- Astronomy

Nov 2008 — Nov 2011 ◉ **BS in Computer Sciences • American University of Technology**

Byblos, Lebanon

Methods & Techniques

- User Research
- Surveys
- Card Sorting
- Information Architecture
- Personas
- User Journeys
- Flowcharts
- Wireframing
- Visual Design
- Prototyping
- Interaction Design
- Style Guides
- Design Systems
- Usability Testing
- A/B Testing
- QA Testing

Tools & Skills

- Sketch
- InVision
- Zeplin
- Adobe XD
- Flinto
- Axure
- Framer
- UX Pin
- Balsamiq
- HTML / CSS
- xCode
- Android Studio
- Adobe Experience Manager
- Google Analytics
- Clicktale
- Inspectlet