

Sascha Bou Jaber

Experience Designer

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LinkedIn: <https://rb.gy/rmiy3e>

Portfolio: <http://tiny.cc/SaschaMbjdesign>
Lebanon, Metn

• SKILLS

Design

- Responsive Design
- User Flows
- Wireframing
- Design Thinking
- Rapid prototyping
- Information Architecture
- Concept development
- Art direction
- Facilitating

Tools

- Adobe XD
- Adobe InDesign
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Invision
- Sketch
- Just In Mind
- Overflow
- Axure
- MAYA
- Figma
- Basic HTML, CSS
- Principle

• VOLUNTEER

Lebanese Food Bank

August 2020 - present

Scout Volunteer - Beirut
harbor explosion of August 4th

14days.me

April 2020 - present

Lead UX/UI Designer, Graphic Designer
& Concept developer - COVID19
online support platform

UX Live 2019:

Tech Circus x Testing Times
"Let's Talk UX!"

Nov 2019 - Feb 2020

Science & Technology: Wayfinding

• WORK

Freelance UX Researcher

Mar 2020 - April 2020

Ergo3 Ltd. leading boutique energy consultancy and partner in London

- Focused on creating a systematic content matrix with respect to the current website and its' attributes in order to document leaks in content hierarchy.
- Built an adequate 7 page research guide provided for participants through a brief overview, general introductory script and interview questions.
- Conducted 10 user interviews to determine UX pain points and help Product Manager prioritize fixes.

Assistant Lecturer: Design Thinking workshop

Feb 2020 - Mar 2020

Kingston University London- School of business

- Taught a class of 42 Master students in business and Marketing alongside Mrs Raida Shakiry, an Experience Design consultant and Lecturer at Kingston hill, to adjust to the changing buyer behavior in the evolving industry .
- Aimed at directing students to invest their time in understanding how to serve the needs of their target audience through Design Thinking & Lego Serious Play. This lead to better collaborative class spirit, better products, services, and internal processes. (Refer to <https://rb.gy/cotnyd>)

Freelance Graphic Designer

Sept 2019 - Oct 2019

UX Live: "Let's Talk UX" London

- Successfully developed and designed a new brand identity for the combination of two distinguishing UX meetup organizers in London, **Techcircus** and **Testing Times**; branding is being actively used on Instagram and the UX Live website. (Refer to <https://rb.gy/lmeeby>)

Art Direction Intern

Aug 2018 - Nov 2018

Leo Burnett, Dubai MENA

- Actively reviewed project briefs for 2 clients such as Meraas and La Mer for Dubai Fitness Challenge.
- Illustrated and developed new iconography for La Mer wayfinding map while redesigning entire brand assets of the fitness brand that soon rolled out to be displayed publicly in the Dubai Mall.
- Presented design concepts for the new social media ads for a global consumer product company and contributed to final design in partnership with extended creative team. (Refer to <https://rb.gy/521w9l>)

Social Media Intern

June 2017 - Sept 2017

Saatchi & Saatchi, Dubai MENA

- 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, HUAWEI Nova 2, NAKHEEL, and FSCP (for skin cancer protection). (Refer to <https://rb.gy/ezotrw>)

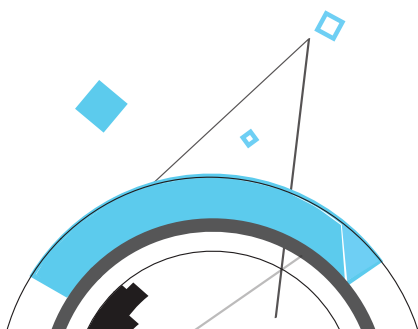
• EDUCATION

Msc User Experience Design | Kingston University London

Distinction | 2019 - 2020

BSc Graphic Design with Digital Emphasis | Lebanese American University (LAU), Byblos

2:1 (3.4 GPA) | 2014 - 2018



● ACCOMPLISHMENTS

Mastering Design Thinking | Tenshi: Ideact

April 2020

- 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.
- Decided to work through the challenge of shifting a physical design sprint gathering to a remote one.
- Tackled themes of organizational change, how design thinking can be an agent of change, and how to apply it.
- Certified for de-risking innovation by developing the right culture, and harnessing the individual innovative abilities.

Scrum Master | Project Lead | Winning Team: Best UX

Nov 2019

Automation Anywhere: Patient health Digital Experience

- Participated in a UX hackathon hosted by **Automation Anywhere & Alphasake Ai** and successfully worked through my role as Scrum Master.
- Worked to enhance patient-health experience and democratise health data.
- Helped the team clarify goals and actions to achieve them.
- Organized and facilitated the sprint planning meeting.
- Arranged stand-up meetings, scheduled meetings, demo and decision-making processes in order to ensure quick inspection and proper use of adaptation process.
- Drove the team to better visual creativity and functionality improvement.

Facebook Design Jam

Oct 2019

- Tackled a more modernized approach to the way we engage with people about their data.
- Explored new and innovative solutions with the team participants by creating trust, transparency and control call to action options for the user when dealing with the problems of data protection authorities.
- Developed new design patterns and UX that give people control around data. Produced real digital prototypes that focused on improving transparency and trust online using a design-centered approach. (Refer to <https://rb.gy/k68s8v>)

● HOBBIES

- Dancer
- Music & film enthusiast
- Comic artist
- TED Talk binger
- VFX geek
- Obsessive moodboarder
- Piano and vocals practitioner
- Learning a new language

● LANGUAGES

- Lebanese (Native)
- English (Fluent)
- French (Fluent)
- Korean (Conversational)
- Spanish (Conversational)

