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Beirut, Lebanon

# Aya Jamaleddine

## RESEARCH  DESIGN  VIDEO

## EDUCATION

**Philosophy, Sociology & Anthropology**
American University of Beirut
BA Honors 87.92 GPA
Amal Saidi Award

**Art, Media & Design**
Cyprus Academy of Art
Foundation Diploma

## EXPERTISE

**Certifications**

**Google** UX Design
**Webflow** 101
**Sololearn** Intro to HTML
**IBM** Enterprise Design Thinking
**Research Bookmark** UX Research
**Google** Project Management
**CITI** Research Ethics
**McKinsey** Forward

**Tools**

Adobe CC ◦ Figma ◦ Sketch
InVision ◦ Miro ◦ Balsamiq
Webflow ◦ HTML CSS
ATLAS.ti ◦ SPSS
Notion ◦ Kanban

## EXPERIENCE

### UX Designer ◦ Freelance
*11/22–Present*

◎ Designed a user-friendly SaaS admin panel in collaboration with developers

◎ Redesigned company website using Webflow to streamline user experience and improve website performance

◎ Led focus groups and usability tests to verify user need for the product and gather feedback on relevant features

◎ Conducted competitive audits to determine relevant product features and optimal user flows

### Program Coordinator ◦ Ashkal Alwan
*10/21–10/22*

◎ Consulted with senior leadership to develop sustainability strategy that reduced overheads by 57%, receiving unanimous approval from the Board

◎ Composed grant proposals and budgets leading to a 50% increase in annual income during national liquidity crisis

◎ Organized and managed an online educational art program with 500+ attendees, ensuring a seamless user experience

◎ Wrote social media copy and edited texts online journal, maintaining a consistent brand voice

### Researcher ◦ American University of Beirut
*07/19–09/21*

◎ Guided an interdisciplinary team through an in-depth field ethnography on nomadic shepherding as a strategy for survival in ecological crisis

◎ Built a custom database to organize data, facilitating efficient research analysis

◎ Created a media campaign to advocate insights to diverse stakeholders, ensuring wide reach and impact

### Strategy Consultant ◦ Oxfam
*05/19–07/19*

◎ Synthesized findings into a system that streamlined crisis-response, team recruitment, and advocacy

◎ Analyzed 500 crisis-response cases, conducted 20 evaluative interviews, and led two focus groups to generate human-centered insights

◎ Designed and pitched a social enterprise to address the challenges faced by migrant workers in Lebanon