

NOUR MOUKADEM

PERSONAL PROFILE

Equipped with a master's degree in Service Design and four years of practical experience. I am a dynamic and seasoned Business Analyst actively seeking new opportunities in the field. My background encompasses a rare combination of analytical expertise and a profound grasp of customer-centric design principles, enabling me to drive impactful transformations within organizations. Notably, I have accumulated over 3,000 hours of hands-on experience in gathering and finalizing requirements for website projects.

PROFESSIONAL EXPERIENCE

Business Analyst

Brandmint - Beirut, Lebanon | Apr 2024 - Jun 2024

- Conducted competitive analysis and defined brand architecture, including tone of voice, visual identity, brand hierarchy, and sub-brands.
- Presented findings and proposed brand architecture to stakeholders.
- Developed website map and documentation to define structure, content flow, and user experience for seamless implementation.
- Created design concepts and analyzing competitor websites to align and inspire the overall vision.

Business Analyst

VML - Beirut, Lebanon | Jan 2020 - Mar 2024

- Collaborated with 20 clients to accurately gather requirements and develop actionable specifications.
- Played a key role in website launch through cross-functional collaboration and robust quality assurance strategy implementation.
- Translated requirements to epics, user stories and acceptance criteria on a backlog that was adopted by both businesses and technical teams.
- Worked with developers and a variety of end users to ensure all solutions deliver customer satisfaction.
- Utilized prototyping and wireframing tools to visualize and iterate on design concepts, facilitating effective communication and collaboration with stakeholders throughout the design process.

Service Design

VML - Beirut, Lebanon | April- May 2022

- Used design methods and tools such as personas, journey maps, user flows.
- Presented design decisions, approaches or strategy to clients based on data, insights and expertise.
- Performed benchmarking analysis against industry standards and competitors, informing strategic decision-making and enhancing market positioning.
- Conducted both qualitative & quantitative user research.

Service Design- UX Intern

Ernst & Young - Milan | Jul- Dec 2019

- Conducted in-depth observations of customers across various touchpoints to analyze their service experience.
- Utilized key performance indicators to identify pain points and proposed strategic improvements to enhance service quality.
- Collaborated closely with cross-functional teams to implement user-centered design principles, resulting in an optimized service experience.
- Explored extensive user research to comprehend customer behaviors and preferences, shaping service design strategies.

Market Research Intern

Brandcell - Beirut, Lebanon | Jan - Jun 2018

- Directed thorough market research on cosmetic brands operating in the Lebanese market, including competitor analysis and consumer perception assessments.
- Compiled comprehensive reports on a weekly basis presenting findings and actionable insights to guide strategic decision-making within the organization.
- Designed and executed more than 20 surveys targeting diverse aspects such as needs, values, attitudes, behaviors, and demographics to conduct market segmentation studies.
- Analyzed survey responses to discern distinct market segments based on consumer requirements, beliefs, and sentiments.

CONTACT DETAILS

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- Beirut, Lebanon

EDUCATION

Domus Academy (NABA) - Milan

Master's in Service Design | 2018 - 2019

Lebanese American University- Beirut

Bachelor of Architecture | 2012 - 2016

Intl School of Choueifat (SABIS) - Koura

Baccalaureate in Sociology and Economics

PROJECTS

- IBM:** Providing a service aimed at fostering SME growth through the application of AI and machine learning technologies.
- Accenture:** Investigating innovative payment experiences and emerging technologies.
- Ducati:** Developing a promotional campaign to enhance brand awareness.

SKILLS & CERTIFICATIONS

Soft Skills

- Strong communication and interpersonal skills
- Fast learner
- Team player
- Detail oriented
- Motivated & dedicated
- Deliver under pressure

Computer Proficiency

- MS Office pack
- Full Adobe Programs
- Sketch
- Figma
- Jira
- Jira- Confluence
- SiteCore
- Miro
- AutoCad
- Rhino

Certificate

Foundation of Digital Marketing & E-commerce

Coursera- November 2024