Krystel Jabbour

Senior UX/UI Designer | Enterprise SaaS & Fintech Specialist

✉ jabbour.krystel@gmail.com 📞 +961 78948228

Portfolio

Professional Summary

Strategic product thinker and hands-on design lead who turns labyrinthine, regulated workflows into elegant, data-driven experiences.

I specialize in **B2B Saas, fintech, insurtech, and enterprise ERP platforms** where failure isn't an option and compliance is king.

My super-power: translating dense domain logic into interfaces that teams actually love to use.

Value Snapshot
- **10+ yrs** crafting high-stakes software that **processes trillions USD daily**
- **60 K+ daily users** served across **65 countries** (capital-markets, insurance, analytics)
- **40 % faster** onboarding & **30 % dev velocity** gains via atomic design systems

Core Skills

Design: Figma (expert), Adobe XD, Token Studio, ZeroHeight, Miro
Systems: Atomic components, multi-brand theming, design-token pipelines
UX Ops: Discovery, JTBD, IA, wireframes, prototyping, usability testing, analytics loops **Tech Fluency:** WCAG 2.1, agile/scrum, SAFe work-frame, Jira/Confluence
Platforms: Web apps, mobile-first, SaaS, dashboards, marketplaces, DevOps tools

Domain Expertise

Fintech • lnsurTech • DevOps SaaS • Media Analytics • Marketplaces • Logistics Tech

Key Achievements

- **40 % ↑ onboarding** - Guided workflows + progressive disclosure (Allianz Partners)
- **30 % ↓ design-dev handoff** - Code-ready token system (Murex / Allianz)
- **5-platform rollout** - Unified insurance stack for admins, partners, finance, customers
- **WCAG 2.1 champion** - Accessibility baked into every component, audited bi-annually

Education

- **Google UX Design Certificate,** 2023
- **M.A. Advertising,** USEK, 2015
- **B.A. Advertising,** USEK, 2012

Professional Passions

Designing humane systems for complex domains • Democratizing data • Accessibility & ethics in Al

Work Experience

Senior UX/UI Designer
Murex | Jul 2024 – Present

- Lead UX for a **suite of trading, risk, and post-trade products** relied on by tier-1 banks & asset managers worldwide.
- Championed data-driven UX scorecards and usability KPls that informed quarterly product roadmaps & prioritization.
- Designed DevOps & test-automation tooling enabling 400+ daily builds and regulator-ready releases.
- Own the **enterprise design system** (1500+ tokens, 250 components) ensuring consistency and WCAG 2.1 compliance across all product lines.
- Enable clients processing **trillions in daily notional value,** including UBS, DBS, and Rabobank.

Senior UX/UI Designer
Allianz Partners / NextCare | May 2023 - Jul 2024

- Re-imagined post-merger TPA ecosystem (claims, policies, partners, finance, consumers)
- Designed claims engine with rule-based validation ➜ **40% cycle-time reduction**
- Shipped mobile app (iOS/Android) for **2M+ policyholders:** instant e-cards, coverage, provider finder
- Deployed multi-platform design library boosting dev throughput **30%** across 4 agile trains

Senior UX/UI Designer
CARMA | Jan 2020 - Apr 2023

- Owned UX for global media-intelligence SaaS used by **3500+ brands** and public-sector entities
- Designed real-time dashboards ingesting **10M+ articles/day** with sentiment, reach & ROI analytics
- Delivered **15+ feature releases** incl. Al-powered alerting, executive auto-reports, competitor benchmarking
- Introduced component libraries, accessibility baseline (WCAG 2.1), & mentoring programs for junior designers
- Elevated design maturity, cutting time-to-market for new features by **25%** and raising NPS by **12 pts**

Freelance Product Designer
Remote | Dec 2021 – Present

- **Rental SaaS** (Airbnb-style) • **Mobile trading apps** • **Logistics digitization** • **Wellness marketplaces**
- Rapid MVPs for founders ➜ 4 products secured seed funding within 8 months

UI Design Roles
2014 – 2019

Built responsive Uls for fintech, logistics & healthtech start-ups; honed pixel-craft & dev collaboration