Zainab Ezzeddine

UX Designer | 3+ years of experience

Immediately available for suitable **full-time** roles.
References available on request.

ZED Works

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I combine my deep understanding of human behaviour with expertise in digital design to create intuitive, impactful interfaces that deliver measurable results.

Areas of Expertise

UX/UI Design   **UX Research**   **Interaction Design**   **UX/UI Consultation**

Education

MSc User Experience Design with University Class Award (2025)
Edinburgh Napier University, Edinburgh

Professional Diploma in UX Design with 90% (2022)
UX Design Institute, Dublin (online)

MSc Inclusive Education (2021)
University of Edinburgh, Edinburgh

PG Diploma Learning Disabilities and Gifted Education with Honours (2019)
Lebanese American University, Beirut

BA Psychology (2018)
Lebanese American University, Beirut

Experience

Student Demonstrator | Edinburgh Napier University (part-time)

- Assisted the instructor in the Designing the Visual Interface undergraduate course.
- **Demonstrated how to use visual design and motion design tools** (Figma, Jitter, & Bezi) to help students carry out their practical exercises and assignments.

UX/UI Designer | RKBT Start-Up

- **Collaborating with the stakeholder** of Rkbt to identify the JTBD.
- **Deliver user flows, wireframes** and **prototypes** for the MVP version of Rkbt's webapp.
- **Working with a design team** and **a development team** to generate a consistent and user-friendly product. Find out more about my detailed responsibilities here.

UX Researcher & Member | UX Edinburgh Meet-Up

- Actively supporting the UX Edinburgh Meet-Up community by **gathering insights** on the community's expectations, needs, and interests by **creating/sharing surveys and facilitating focus group sessions**.
- As a result, the organisation team have come up with a full schedule of events for the upcoming 6 months.

Workshop Facilitator | UX Edinburgh Meet-Up

- Designed and facilitated an engaging Ed Tech themed workshop, by collaborating with two senior Ed-Tech stakeholders (SMEs).
- The workshop successfully **engaged 80+ participants and received positive feedback**.

UX/UI Consultant | Aero Leathers Company (freelance)

- Discovered pain points in the Aero Leathers website and **redesigned** parts of its UI to improve the customers interactions and **promote an increase in conversion rate** for the company.
- Results: Improvements for Aero Leathers' website led to a streamlined interface that **boosted conversion rates by 17%, reduced bounce rate by 24%, and increased sales by over 30%.**

UX Researcher Volunteer | Orcasound Organisation (remote)

- Prepared and **conducted interview**s to research the **usability** of the software and tools Orcasound uses.
- Collaborated with others in gathering insights to provide the stakeholders with a better understanding of the challenges the volunteers and the organisation face.

Skills

Customer Journey Maps	Surveys / Interviews	**Design System**
Information Architecture	Qualitative & Quantitative Analysis	**Digital Accessibility**
User Flow Charts	**User Interface**	
Wireframes	**Prototyping / Motion Design**	
Usability Testing	Domain Management	
UX/UI Consulting	Brand & Pitch Deck Design	
Basic Coding (HTML/CSS/R)	Instructional Design	

Tools

Figma & Figma Make	Notion / Trello	Survey Monkey / Google Forms
Framer (Webflow + other no-code web-builders)	Slack / MS teams / Zoom	Zapier / Calendly
Draw.io	Adobe Illustrator & Photoshop	Bezi / Unity
Miro / FigJam	Canva / MS PowerPoint/ Figma Slides & Buzz	Jitter / Lottiefile / Rive
		Articulate Storyline

Languages

English – High Proficiency
French – Conversational
Arabic – Native
Wolof – Conversational