

# Zainab Ezzeddine

## UX Designer | 3+ years of experience

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

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



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## 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

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

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

Lebanese American University, Beirut

**MSc Inclusive Education (2021)**  
University of Edinburgh, Edinburgh

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

## Tools

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

## Languages

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