

Zainab Ezzeddine



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Beirut, Lebanon

[LinkedIn](#) • [My Website](#) • [Instagram](#)

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.

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 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

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