

Nancy Hajj-Ali

UX & Interaction Design • AI-Augmented Design • Visual Craft & Prototyping

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UX Design intern candidate with a strong foundation in end-to-end interaction design, visual craft, and high-fidelity prototyping. Background in Computer and Communications Engineering and ongoing Graphic Design studies, combining systems thinking with polished UI execution. Experienced in designing intuitive user flows, interaction patterns, and compelling product narratives — from early concepts to interactive prototypes. Deeply fluent in Gen-AI design tools and AI-augmented workflows. First-place winner at a national HealthTech Hackathon, delivering an AI-powered healthcare platform under real-world constraints. Excited to shape next-generation consumer experiences at the intersection of technology, users, and strategy.

WORK EXPERIENCE

UX/UI & Visual Design Intern / Grace Investment

August 2025 – Present

- Designed and managed visual content across digital platforms, applying typography, colour theory, and layout principles to strengthen brand identity within the automotive sector.
- Translated complex product offerings into clear, visually engaging content — balancing user needs, platform behaviour, and business objectives.
- Applied user-centered design principles to improve communication clarity, accessibility, and audience engagement through strategic visual storytelling.
- Collaborated with cross-functional teams to align visual output with brand positioning, iterating based on stakeholder feedback.

Creative Arts Instructor / American University of Science and Technology (AUST)

Spring 2025

- Designed and delivered a full structured curriculum for 15+ students, focusing on concept development, visual composition, and user-centered thinking.
- Increased student project quality and completion rate by ~30% through iterative critique sessions and guided design workflows — reinforcing systems thinking and attention to detail.
- Mentored students through end-to-end design process from ideation to final presentation, ensuring exhibition-ready quality, clarity, and narrative structure.
- Selected and prepared top student projects for university exhibitions, showcasing work to a broader academic audience.

COMPETITIONS & AWARDS

1st Place – National HealthTech Hackathon 2026

April 2026

- Won 1st place among 100+ participants as Senior Designer, leading the full UX process — user research, interaction design, visual craft, and high-fidelity prototyping for an AI-powered healthcare workflow platform.
- Designed an AI + human agent communication system for hospital readmission workflows, crafting intuitive interaction patterns and micro-interactions across the end-to-end user journey.
- Conducted user research and competitive analysis to surface behavioral insights and pain points, translating findings into user flows, information architecture, and a polished interactive prototype.
- Presented design decisions and rationale with compelling narrative structure to expert judges, communicating complex UX thinking to a diverse stakeholder audience.

Accepted Research Contributor – Royal College of Art (RCA) / London, UK

April 2026

- Accepted as a research contributor at the Royal College of Art, demonstrating capacity for rigorous, inquiry-driven design thinking within an internationally competitive academic environment.

Active Design Competitions Participant

May 2025 – Present

- Actively participating in D&AD New Blood, Pentawards, Fast Company Innovation by Design Awards, and the UX Awards — developing concepts evaluated against global industry standards.

Top 5 Finalist – McCafé Design Cup Competition

October 2025

- Designed a product concept translating emotional themes of connection into tangible visual experience, applying visual hierarchy, symbolism, and brand alignment.

Top 5 Finalist – National University Case Competition (SCOPSIS, MSD, Leo Burnett)

April 2025

- Ranked Top 5 among 400+ participants, developing strategic solutions across technology, healthcare, and marketing tracks under time-constrained conditions.

- Delivered high-impact, visually structured presentations with clear narrative flow and decision rationale.

SKILLS

Design & Prototyping: Figma (UX Flows, Wireframing, High-Fidelity UI, Interactive Prototyping, Micro-interactions), Adobe Creative Suite, Rapid Prototyping across Fidelity Levels

Visual Design Craft: Typography, Colour Theory, Composition, Layout, Visual Hierarchy, Accessible Design, Design Systems, Information Architecture

Gen-AI & AI-Augmented Design: Claude, ChatGPT, Gemini, Cursor, V0, Lovable, AI Image & Video Generation, LLM-Powered Product UX, Generative AI Workflows, Conversation Intelligence Design

UX & Interaction Design: End-to-End UX Process, Interaction Design, User Flows, Human + AI Agent Interaction Patterns, UI Paradigm Exploration, Systems Thinking

Research: Usability Testing, Customer Interviews, Competitive Analysis, Behavioral Insights, User Persona Development, Research Synthesis

Collaboration: Cross-Functional Teams (Engineering, PM, ML), Startup & Fast-Paced Environments, Stakeholder Communication, Comfortable with Ambiguity

Languages: Arabic & French (Native), English (Professionally Fluent)

EDUCATION

Bachelor of Fine Arts – Graphic Design • Lebanese American University (LAU) • Beirut, Lebanon • Fall 2024 – Present

Computer and Communications Engineering (CCE) • American University of Beirut (AUB) • Beirut, Lebanon • Fall 2022 – Spring 2024

Relevant coursework: Programming Logic, Systems Thinking, Data Structures, Human-Computer Interaction