Elias Hazar

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EXPERIENCE

Digital Product Designer
Medicus AI, Vienna - Austria, Feb 2020 - Present

- Lead the design process on the Medicus Wellbeing Quiz, a medical web quiz.
- White label the Wellbeing Quiz for insurance company VKB - Germany.
- Create design system for prospective white labeling projects to rapidly apply new assets.
- Create design handoffs and documentations for engineers and collaborate closely.
- Coordinate with the product owners and marketing team for A/B testing.
- Engage in ideation of the Covive mobile app; create brand and style guide.
- Contribute to the global design system of the products.
- Develop accessibility report and recommendations for the global Medicus app.
- Design features for Coaching feature of the Medicus app.
- Work closely with content and medical teams to maximize visual communication.
- Develop prototypes and user journeys for various stakeholders.
- Partake and facilitate meetings/workshops/retrospectives for the product design team.
- Design marketing websites for products.

UX/UI Design Specialist
DotCom Mena, Beirut - Lebanon, June 2019 - Jan 2020

- Led the design team on Abu Dhabi Media project for 11 channels across 3 platforms (websites, mobile apps and Smart TV apps).
- Designed platforms for Video-on-Demands (websites, mobile apps, Smart TVs).
- Led the design of e-commerce projects for the organization's sister company.
- Conducted competitive analysis, interviewed stakeholders.
- Created information architecture of products and user flows, developed wireframes, prototypes.
- Planned and executed user testing.
- Contributed to content strategy and developed UX content.
- Developed, directed, and monitored design libraries using Atomic Design.
- Created user interface design and defined style guidelines.
- Met and managed the design team, addressed deliverables and resolved issues.
- Developed design handoff files and worked closely with developers and engineers.

Senior UI/UX Designer | Brand Strategist
Finch, Beirut - Lebanon, Nov 2018 - Apr 2019

- Collect information and define UX objectives.
- Conceptualize, wireframe, prototype and design interface.
- Test product and submit feedback to developers.
- Understand and assess the brand's position in the market, develop brand market strategy.
- Ideate alongside the creative department

Digital Production Manager
Koein, Beirut - Lebanon, Jan 2016 - Aug 2018

- Oversaw projects' lifecycle from brief to launch across platforms (web/mobile) and industries.
- Proactively create roadmaps for UI/UX directions that cater to client's business goals.
- Act as a consultant to clients and project managers on the best digital practices.

Digital Project Manager
Koein, Beirut - Lebanon, Mar 2011 - Dec 2015

- Managed e-commerces, news portals, marketing sites, software, mobile apps across industries.
- Managed the design and development teams.
- Defined UX strategy along with clients; created wireframes and interface designs.

EDUCATION

Hogeschool van Amsterdam
M.Sc. Digital Design (July 2021)

American University of Beirut
B.A. Psychology (June 2003)
Honor list of 2003

**University of Michigan, Michigan
Online Specialized Certificate**
User Experience Research and Design (July 2019)

Expertise Training Center
Project Management Professional (PMP) training course (June 2019)

SKILLS

UX Design
Web & Responsive Design
Interaction Design
Visual Design
Wireframes & Prototypes
UX Writing
User Flows
Personas
Design Systems
Information Architecture
Visual Communications
Digital Branding
Art Direction
User Interviews
Qualitative Research
Usability Testing
Heuristic Evaluations
Scenarios & Storytelling
Animation
Microinteractions
Product Strategy
Project Management

TOOLS

Figma
Sketch
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Invision
Framer
Flinto
Abstract
Zeplin
Notion
Jira
Trello
Confluence