Ronny Karam

UX Specialist

Baabda
Lebanon - *Prepared to relocate*

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About

I'm a multifunctional digital engineer skilled in UX design, Design Thinking methodologies, user research, rapid prototyping, Usability testing, and UI development.

I fluently speak English, French and Arabic, and have a passion for design, art, psychology, space and sports.

Experience

PragmaK / UX Lead - Consultant, UI Developer
JUL 2017 - **PRESENT**

I design, prototype, test, and develop digital interfaces for Artificial Intelligence powered RegTech services.

Elevate Impact Accelerator / UX - UI Mentor
JAN 2017 - MAR 2017

I mentor and guide startups on product design and user experience (including startups participating in a UNICEF initiative, bringing products to developing countries).

SPEED@BDD / UX - UI Mentor
OCT 2015 - **PRESENT**

I mentor and guide startups (around 20, in several batches) on product design and user experience, ranging from AI-powered products, to e-commerce and social apps, mainly focused on analyzing consumer behavior.

GUIX / Founder - UX Lead
SEP 2012 - **PRESENT**

I co-develop the vision and strategy, work on business development in the MENA region, manage projects, and co-create digital experiences for both private industries and government entities.

FREELANCER / Product & UX Designer, UI Developer
SEP 2004 - AUG 2012

I designed, prototyped, tested, and developed digital products for mobile and desktop, in the context of collaborations with companies, universities, other designers and developers worldwide (Spain, France, U.S., ...).

Diwanee / Head of Flash department
JUL 2007 - JUL 2011

I managed a team of Adobe Flash developers, creating interactive animated web applications. I also developed user interfaces using HTML, CSS and JS.

Element C2 / Flash Developer
JUN 2005 - JUN 2007

I created UI interactions and animations (using AS2 and AS3 coding) for e-commerce and retail applications.

Recent Projects

Notary Public System for a UAE state / UX & System Design
SEP 2017 - MAY 2018, UAE

I was hired to analyze and evaluate the user experience of the existing Notary Public system. In this digital transformation project, I suggested improvements, based on the old and new requested features, and set the requirements for creating a new system. I conducted a study to assess the cost, time, and technical feasibility.

HR-Tech start-up (California) / UX Design, UI Dev
JUL 2017 - SEP 2017, LEBANON

As UX Lead and consultant for PragmaK, I designed the experience for, and prototyped, a tool allowing military veterans, and other skilled professionals, to define and categorize roles and skills part of a knowledge graph, in order to better recommend relevant, more accurate, jobs for veterans.

Rational Pixels (Spain) / UX Design, UI Dev
APR 2017 - AUG 2017, LEBANON

I worked with a startup in Barcelona on creating their website and video editor for advertisers.
My role was to define the best approach to offer advertisers an editing tool that is easy to use, especially for marketing people.

Quarule (Ireland & U.S.) / UX Lead, UI Dev
APR 2014 - DEC 2016, LEBANON

I worked on creating the user experience, user interface designs and prototypes for Quarule's RegTech products.

As UX Lead, my role was to define the initial experience for new innovative compliance surveillance and rule interpretation products, test them, collect data and feedbacks, and iterate, then develop the UI.

Quarule was one of the 2016 NYC Fintech Innovation Lab winners. This work was demonstrated to leading financial institutions globally, with a specific focus on wash trading and churning.

Professional Certifications

The Interaction Design Foundation
- Design Thinking (Top 10% Distinction)
- Conducting Usability Testing
MAY 2017 - DEC 2017, ONLINE

Norman Nielsen group (NNg)
- UX Designer (UXC)
DEC 2015, LONDON, UK

Education

Masters in Multimedia & Networks Engineering
Faculty of Engineering - Antonine University
OCT 2000 - JUN 2005, LEBANON

Scientific Baccalaureate, Mathematics Series
Antonine High School
OCT 1985, JUL 1999, LEBANON