

JAD MONZER

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PROFILE

Passionate UX Researcher with a strong design foundation and innate empathy. Fluent in English, French, and Arabic, I uncover invaluable insights across diverse cultures. Thriving on user-centricity, I craft transformative experiences, aligning design decisions with authentic user expectations. Driven by curiosity, I blend qualitative and quantitative research for innovative product developments. Committed to empowering businesses with deep user understanding and impactful solutions.

SKILLS

- User Experience Research
- User Experience Design
- Design Thinking
- Lean UX
- Expert Researcher
- User Interface
- Usability Testing
- A/B Testing
- Card Sorting
- Interaction Design
- Wireframes
- Expert Interviewer
- Human Computer Interaction
- User-Centered Design
- Graphic Design
- Project Management

EDUCATION

Master in UX/UI design
ESDi (Escola Superior de Disseny) -
Ramon Lull, Barcelona

Bachelor in Graphic Design
Empire State College - SUNY

WORK

Tribal Experience

Dubai - UAE (Nov 2022 - Present)

UX Researcher

A customer focused UX and Service design consultancy

- Conducted Heuristic Audits, Usability Studies and moderated sessions on site and online for various governmental entities in the UAE, including MOEI, FTA, FANR, Ajman DED, and HCT as part of the TDRA project
- Led onsite usability studies for UAE Central Bank focusing on services related to the customer complaints and Insurance related complaints
- Conducted high-level usability studies for Maroc Telecom, Ufone Pakistan, and Mobily KSA as part of the Etisalat MENA project
- Collaborated with the Ministry of Health to conduct card sorting exercises and user testing for services related to good professional conduct
- Gathered user insights through qualitative research methods and applied findings to improve user experiences
- Worked closely with cross-functional teams, including designers and developers, to implement user-centered design principles and improve product usability
- Analyzed research data and presented actionable recommendations to stakeholders
- Contributed to the development and refinement of research methodologies and processes

Viwell

Dubai - UAE (Jun 2022 - Oct 2022)

UX/UI MVP Project Lead

An optimal B2B platform that focus on wellbeing at the workplace.

As UX team leader for Viwell B2B platform, drove MVP creation promoting workplace wellbeing. Accountable for product vision, roadmap, and optimizing development process.

- Maintaining ownership of the product vision and roadmap and improving the product development process. Lead the team in developing the MVP
- Demonstrating high quality design practices. This includes leading all aspects of UX: research, strategy, ideation, interaction design, and visual design.
- Encouraging a cooperative, fruitful, and positive environment among designers on the team by empowering and mentoring them
- Leading design strategy activities to understand user needs & business opportunities, by conducting Competitor Benchmarking, remote testing and survey
- Conducting iteration, A/B testing and card sorting sessions on some screens, analyze the feedback and update the MVP

Presentail

Beirut - Lebanon (April 2021 - May 2022)

Head of UX/Product

A top e-commerce gifting company that focuses on Lebanese Expats and has many subsidiaries such as Shabeb Delivery and Hadiyatee.

- Managing the Tech, Research and Creation teams
- Defining products vision, strategy and roadmap
- Create a unified user experience for the e-commerce website and application, which includes: Create, test and update the user journey, leading Ideation, Identifying new web features and executing wireframes
- Conducting Heuristic analysis to the platform
- Gathering, managing, and prioritizing Business and User needs based on the UX research insights (Qualitative and Quantitative research techniques) and Competitor Benchmark
- Creating a new automation system that manages an easier communication between Presentail Vendors and Delivery Guys.
- Working closely with marketing, design and supply departments to ensure business case and user experience satisfaction goals are met

Head of Research and Creative Department

- Building, leading, and growing a highly collaborative UX/UI team
- Creating and owning the UX product development process under design thinking methodology from conducting qualitative and quantitative research, organizing field study with delivery boys and Focus groups with users and Customer Service department
- Building 2 apps and a dashboard to better help the delivery drivers and the vendors of the Shabeb Delivery business and conducting Usability sessions on the platform

Aflorithmic

Project Based, UK (March 2021- May 2021)

User Experience Research

A top 14 tech Startup in the UK that focused on AI Voice engineer

The project was based on finding a solution for Lonely Elderly through AI voice cloning.

- Conducted in-depth user interviews, usability testing, and heuristic evaluations to identify pain points and usability issues, leading to understand the elderly audience in UK
- Checking competitor benchmarks and creating new learning methodologies
- Creating and Designing the final user flow and user journey
- Conducting Iteration session and develop the prototype

Valenza Engineer

Remote, Australia (Dec 2017 – Nov 2018)

Branding and User Experience

A global engineering company that provides a high-tech solution in the ground water fields

- Researched, designed and executed the capability statements project. Focusing on the user interviews and online survey and user's diary studies
- Managed the branding of the company design guideline and elevated the brand
- Designed and executed printing and digital materials such as brand guidelines, e-books, presentations and newsletters

Code 11

Beirut, Lebanon (Sep 2014 – Nov 2017)

Branding and User Experience

An advertising agency that utilizes the power of different mediums, channels and platforms to meet their business demands in the MENA region successfully. Managed projects for the following clients: Saudi Electricity, Bank Saudi Hollandi, Bank Saudi Fransi, and the Medgulf

- Used design thinking research methods to find solutions to clients' problems such as why people hate paying their bills, and why citizens do not trust their government.
- Built new concepts and discovered the user needs (from interviews, insights, and ideation to journey mapping and prototyping)
- Managed multiple projects simultaneously while delivering high-quality results in a fast-paced agency environment
- Designed and executed and iterated interactive websites, printing and digital materials such as brand guidelines, e-books, presentations and newsletters
- Planned and designed content for social media platforms (Facebook, YouTube and Twitter)

PROJECTS

BioservPro

Beirut, Lebanon (Mar 2017- Oct 2017)

Marketing and Digital Design

A fully digital biomedical business platform that connects business with professionals

- Developed regional business plans, onboarding ten new European clients
- Formulated local market strategies to enhance brand awareness and product adoption.
- Conducted usability testing and implemented platform improvements

UKaid-MercyCorps, Soils Lebanon

Beirut, Lebanon (Sep 2016 - Nov 2016)

Marketing and Graphic Designer

Teaching, training and skills sharing facilitator and resource guide for sustainable and environmentally friendly practices

- Conducted field studies and interviews with farmers, municipalities, and locals
- Created marketing plan and designed brand guidelines for compost in specific regions
- Developed artwork for marketing collateral and managed e-marketing campaigns

TECHNICAL SKILLS

Tobii, Sketchapp, Adobe XD, Figma, Invision, Balsamiq, Adobe Illustrator Adobe Photoshop, Adobe Indesign

Workshops & Volunteering

Organized the following workshops:

- Beirut Service Jam, for two consecutive years (2014-2015)
- Creative Thinking Workshop (2012)
- Brand Me Interactive Workshop (2012)

Attended the following workshops:

- Lego Serious Play
- Australian Trade Mission to Lebanon (2017)
- RYLA - Rotary Youth Leadership Award (2012, 2013, 2014, 2015)
- Workshop with United Nations Youth Association (2012)

Volunteered with the following organizations:

- Rotaract- Rotary International: Past President
- United Nations Youth Associations - United Nations