

JAD MONZER

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SENIOR UX RESEARCH & SERVICE DESIGN LEAD | DIGITAL PLATFORMS & GOVERNMENT SERVICES

Mixed-methods research • Service design & transformation • Accessibility (WCAG & POD) • Journey optimization • IA & findability • AI-assisted research workflows • Cross-entity facilitation

CORE SKILLS

- Discovery: user interviews, contextual inquiry, diary studies
 - Evaluation: moderated/remote usability testing, surveys, heuristic reviews
 - Information Architecture: card sorting, tree testing, taxonomy & content hierarchy
 - Service Design: journey mapping, blueprints, AS-IS/TO-BE workshops, ideation, future vision
 - Accessibility: WCAG/POD audits, bilingual UX testing (Arabic/English), assistive tech validation
 - Stakeholder Engagement: Managers/Directors/CIO/CDO/CXO levels
 - Research Ops: standardization, synthesis templates, reporting efficiency
 - Tools: Figma • Lookback • Tobii (eye-tracking) • Noldus FaceReader • Optimal Workshop • Dovetail • Maze • Miro • Notion • ChatGPT • Google Suite
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WORK EXPERIENCE

UX Research Lead

Dubai, UAE NOV 22 - Present

Telecommunications & Digital Government Regulatory Authority (TDRA) (via Tribal Experience)

- Led national-scale UX research and service design across 30+ UAE entities including UAE PASS, ICP, MOHAP, MOE, FTA, FANR, Central Bank, and Etisalat E& driving measurable improvement in user satisfaction, accessibility, and service findability.
- Conducted 130+ usability tests and 500+ interviews with diverse audiences (elderly, expats, People of Determination, students, low-literacy users) to uncover friction and inform digital policy.
- Increased service findability by 80% via IA restructuring, filter logic optimization, and taxonomy refinement using card sorting and tree testing.
- Led end-to-end journey mapping and service design across multiple government services, translating research insights into clear experience improvements.
- Facilitated co-creation and AS-IS/TO-BE workshops with digital, operations, and strategy teams to align on service flows and experience priorities.
- Created simple service blueprints connecting user actions with backstage processes and systems to support delivery and execution.
- Enhanced Star Rating performance through accessibility compliance (WCAG), bilingual testing, and POD journey alignment for visual, hearing, and mobility users.

- Reduced reporting cycle by 40% (5 to 3 days) by standardizing synthesis templates, heatmaps, and gaze-plot frameworks.
- Deployed Tobii eye-tracking and Noldus Face Reader analytics to detect emotional engagement, cognitive load, and frustration peaks.
- Organized and facilitated AS-IS/Future Vision workshops and journey mapping sessions for MOHAP, FTA, and Dubai Chamber to align strategy, service flow, and user pain resolution.
- Led UX capability uplift sessions for ministry teams (e.g., MOHAP UX Skills Workshop) and cross-entity ideation programs improving inter-ministry collaboration and shared IA logic. Identified systemic UX pain patterns across ministries enabling policy-level improvements and roadmap prioritization (service consolidation, scope reduction).
- Presented insights and journey recommendations directly to cross-level stakeholders (Managers/Directors/CIO/CDO/CXO/ C-Suite), aligning technology, policy, and citizen experience priorities.
- Delivered measurable accessibility and inclusivity upgrades — improved translator flow, clarified iconography, added ALT text, and implemented POD-specific journey adaptations.

UX/UI MVP Project Lead

Dubai, UAE JUN 22 - OCT 22

Viwell (B2B Workplace Wellbeing Platform)

- Introduced UX research discipline from zero; facilitated discovery interviews, card sorting, and benchmarking to validate MVP direction.
- Delivered evidence-based wireframes and persona journeys; shaped roadmap prioritization based on user value vs build complexity.
- Ensured alignment between product, design, and tech teams for an efficient MVP go-live.

UX & Product Lead

Beirut, Lebanon APR 20 - MAY 22

Presentail (Marketplace / E-Commerce / Logistics)

- Overhauled customer, vendor, and delivery experiences replacing WhatsApp based operations with full digital accountability.
- Launched delivery-driver app, vendor app, and logistics dashboard, introducing timestamped order confirmation and automated vendor assignment.
- Reduced failed deliveries by 60% within controllable scenarios through real-time status tracking, data visibility, and escalation logic.
- Implemented analytics dashboards covering performance, cancellations, customer sentiment, and financial summaries for the operations team.
- Conducted interviews, design thinking workshops, and prototype testing with all personas (customers, vendors, drivers, operations).
- Delivered a new website experience with improved taxonomy, checkout clarity, and mobile responsiveness informed by benchmarks and user testing.
- Enabled clearer coordination between analytics, finance, and delivery teams through unified dashboards and data visualization design.

Freelance UX Researcher & Consultant (Part-time) Remote | UK, Australia, Lebanon • 2016 – 2021

- Aflorithmic (UK): Benchmarks + interviews for conversational AI addressing elderly loneliness; reduced cognitive load and clarified flows.
- Valenza Engineers (AU): Improved dashboard data-viz hierarchy, alert interpretation and reporting clarity for environmental analysts.
- MercyCorps / BioservPro: Simplified field data capture and program selection for low-literacy, low-connectivity contexts.

UX & Branding Specialist

Beirut - Lebanon SEP 14 - NOV 17

Code11

- Applied design thinking frameworks for major clients such as Saudi Electricity and Bank Saudi Fransi, translating research insights into digital product prototypes and visual systems.
 - Collaborated with cross-functional teams on early UX concepting, usability validation, and user-journey storytelling.
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EDUCATION

Master's in UX/UI Design

- ESDi / Ramon Llull University, Barcelona

Bachelor's in Graphic Design

- Empire State College, SUNY
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COMMUNITY & VOLUNTEERING

- Organizer: Beirut Service Jam • Facilitator: Creative Thinking & Brand Me Workshops • Rotaract (Past President)
 - UN Youth Association • LEGO Serious Play • RYLA
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KEY RESULTS & IMPACT

- +80% service findability uplift through IA restructuring and taxonomy clarity
- -40% report cycle time by standardizing heatmaps, gaze-plots, and templates
- +60% delivery efficiency via digital dashboards and structured workflows
- Improved accessibility maturity across ministries (visual, mobility, hearing PODs)
- Enabled cross-entity collaboration and clarity for government service quality KPIs