



rouba

designer

get in touch

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www.myoneportfolio.com

education

UX/UI Academy Bootcamp [2022]
DesignLab - Online

Master's in Research for Design & Innovation
[2013 - 2014]
ELISAVA | Escola Superior de Disseny
i Enginyeria de Barcelona - Spain

BFA in Graphic Design [2009 - 2012]
George Mason University - USA

skills

■ UX/UI

Facilitation, Storytelling, Research, Data Analysis, Persona Development, User Journey, Storyboarding, Wireframing, Prototyping, Usability Testing, A/B Testing

■ DESIGN

Brand Design, Package Design, Advertising Design, Editorial Design, Web Design, App Design, Social Media, Typography, Figma, Adobe Creative Suite

■ SOFT

Communication, Adaptability, Empathy, Collaboration, Experimentation, Project Management, Continuous learning

rouba about chabke

Creative problem-solver based in Virginia with more than 11 years of professional experience in the US and abroad. Experienced in design thinking, research methodologies, visual design, project management, teaching and facilitation, with a user-centered approach to solution-crafting and design. Looking to keep creating quality solutions that are desirable, sustainable, and delightful.

experience

Visual Designer [Jul 2014 - Present]
Freelance

- Identify user pain points, wants and needs, and translate them into innovative, desirable and sustainable solutions.
- Define the user experience and usability requirements by creating and testing prototypes for mobile applications and desktop versions.
- Lead the product development cycle from the discovery and ideation phases all the way to high fidelity prototype delivery, going through user research, wireframes, sitemaps, user journeys, storyboards, user testing and product validation.
- Collaborate with product owners and engineers in order to meet technical and business requirements and needs.
- Use and expand on existing design systems and style guides, as well as create new ones for newly developed brands and rebrands.

Product Operations Analyst [Jul 2021 - Mar 2022]
Enovational

- Collaborated with Product Managers, Developers, QA Engineers and Designers to design and deliver a seamless Product Development lifecycle to foster better collaboration resulting in smoother sprints and higher quality features.
- Crafted design sprint activities and rituals for the new Product team, strengthening the team engagement, insuring a feedback loop and creating efficient processes for the distributed teams.
- Trained new facilitators to successfully lead Design Thinking work sessions during the Product Development process.
- Facilitated feature development design sprint cycles as part of a multi-disciplinary 'solutioning team' in an Agile environment.
- Researched and built sustainable online resources to house the Product team's documentations, reports, and processes for optimization of knowledge transfer and on-boarding purposes.

