

rouba abou 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.

get in touch



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education

UX/UI Academy Bootcamp [2022] DesignLab - Online

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

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

i Enginyeria de Barcelona - Spain

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

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.

languages

SPOKEN & WRITTEN

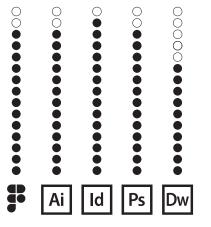
ARABIC
ENGLISH
SPANISH
FRENCH

SPANISH

ask me about

- My photography business
- Lebanese cuisine
- The languages I speak
- Your next vacation destination
- All cat things

toolbox



Project Coordinator [Mar 2020 - Jul 2021]

- Partnered with the VP of Client Solutions to move forward initiatives that enhanced the product development and software delivery operations.
- Took the lead on multiple projects and spearheaded initiatives that set a solid precedent for the 60+ person distributed Client Solutions team as we moved to fully remote work.
- Actively influenced the development of 4 high-impact, high-profile COVID-19 projects, from the requirements gathering phase, to development, testing, training and launching within tight timelines.

Travel Consultant & Designer [Jan 2018 - Jan 2020] Escape Travel Expert

- Liaised with clients to discuss itineraries and budgets.
- Researched destinations, coordinated with international agents, and designed deliverables for the customers to use on their trips.
- Planned and curated social media content, delivering exceptional results to the company, helping it grow its client base by 3 times during my two-year employment.

Design Thinking Trainer [Apr 2016 - Jan 2020] The Nawaya Network

- Facilitated over 15, nine-day Design Thinking sessions, with a student completion rate of over 90%.
- Successfully guided the students in research, ideation, mockup, prototyping, and testing their business ideas to become financially independent but also aid the communities in which they lived.
- Equipped the students with the necessary presentation skills in order to pitch their projects to a jury from UNICEF to receive seed funding.

Senior Graphic Designer [Jul 2014 - Jul 2016] U-FOOD s.a.l.

- Work hand in hand with the Marketing Department on campaigns
- Design and oversee installation of collateral campaign material, and coordinate with printing houses for the production of materials

Design Instructor [Sep 2019 - Jan 2020]

Arab Open University

Courses: Fundamentals of Design, Branding, and Color Theory

Design Instructor [Sep 2016 - Jun 2017]

Beirut Technical College

Courses: Color Theory, Perspective Drawing