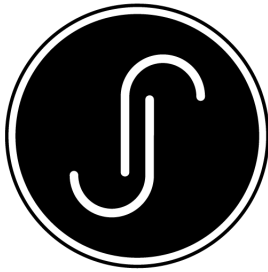


# Jad RABBAA

PRODUCT UX / UI DESIGN LEAD | DESIGN THINKING | COMMUNICATIONS



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## \* Summary of Qualifications

- Fluent in English, French • and Arabic
- Strong verbal, written, • and visual communication
- 10+ years of experience in • UX/UI design lead & research
- Augmented / Virtual Reality • / Device agnostic design
- Design System Design •
- Experienced with Adobe • Suite, Figma, Unity 3D
- HTML, JavaScript, CSS, C# •
- Graphic & web design, • illustration & animation
- Branding, Advertising •

## Profile

- Trilingual, multiple degrees and more than a decade of experience in UX / UI design and design thinking strategy.
- Accomplished, versatile digital DCX design lead.
- Trusted communicator with staff and demanding clients.

## PROFESSIONAL EXPERIENCE \*

### UX / UI DESIGN LEAD & DESIGN THINKING

#### [Device Agnostic/AR/VR user flows and design systems]

- Use design thinking approach and put the user/customer at the center of the design through user research, interviews, empathy maps and user personas.
- Employ strategic foresight through competitive analysis and forward thinking, and work with PMs to scope projects, build comprehensive future roadmaps, and manage tasks.
- Build and prototype products' user experience through wireframes, user flow charts, using prototyping tools (Figma).
- Create and document UIs and original design systems and UX interaction for digital product and platforms using all Adobe software.

### VISUAL COMMUNICATION & CONTENT DEVELOPMENT

- Create visual identities such as logos, icons, and online presence that convey intuitive visual messages.
- Produce visual marketing materials such as printed designs, online ads, illustrations, and even animations and videos.
- Develop and implement strategic online marketing plans.
- Create online eye-catching content mainly on social media platforms following a consistent online PR approach.

### PROJECT MANAGEMENT

- Manage multiple projects and lead the creation of original concepts and solutions within the budget and time limit.
- Follow up with developers and coordinating with clients for an on-time project delivery within high quality standards.
- Communicate excellent customized solutions that serve customers' specific requests and satisfaction.

**\* Soft Skills**

- Project management skills •
- Strong verbal and written communication •
- Research approach •
- Digital futures enthusiast •
- Team player and leader •
- Strong on follow-ups •
- Very attentive to details •

**EMPLOYMENT HISTORY****PRODUCT UX DESIGN LEAD****Unity Technologies** - Digital Twin, AEC *Jul 2020 - Present*

- Lead the design process of a novel RT3D Digital Twin incorporating AEC, ATM and HMI authoring tools through regular synchronization between different stakeholders, feature definition based technical requirements, and user feedback.
- Framing products requirements, MVP guidelines & roadmap stages based on the continuous development team's input.
- Create User Experience guidelines and overlook different UI framework to build an interface that best expresses a seamless and intuitive usability of the product.
- Test and validate design internally with QA team as well as externally with industry partners.

**SENIOR UX / UI DESIGNER****General Motors** - Innovation Group *2018 - Jun 2020*

- Lead a UCD Design Thinking approach for new General Motors projects by facilitating workshops and introducing technical engineers to the importance of user desirability.
- Create various compelling and original user experiences and interfaces for multiple ATW projects, HMI applications, and future in-vehicle solutions.
- Collaborate with engineers and designers to build intuitive and compelling stories through digital customer experiences using sketches, UX flowcharts, and mockup designs.
- Develop UX evaluation guidelines and document responses, analyze data, and create next steps recommendations.

**UX / UI DESIGNER & RESEARCHER****OCAD University** - Visual Analytics Lab *2017 - 2019*

- Create various interactive data visualization tools and experiences by conducting user research, draft empathy maps and create UX personas to inform the user flow and visual design.
- Closely collaborate with the team to prototype, evaluate and implement digital user experiences and interfaces.
- Design original UI concepts that align with the brand and vision of the lab's industry partners.
- Document Data Visualization UX and UI recommendations and publish short papers in Data Vis conferences.

**SENIOR UX / UI DESIGNER****UNITED NATIONS** - UNIFIL *2010 - 2016*

- Research, ideate and draft enhanced digital user experiences and interfaces for the UN SharePoint mini sites while respecting digital brand requirements.

- Collaborate with the development team in an agile manner to iterate, prototype, and evaluate various digital solutions and implement designs.
- Document UX requirements, complex design systems, UI pattern libraries and style guides.

### SENIOR WEB / GRAPHIC DESIGNER

**Softimpact**

2007 - 2010

- Lead and collaborate with the design team to create compelling brand concepts and online presence through UX & UI concepts, web designs and social media integrations.
- Follow up with developers to ensure on-time delivery of various projects, websites and mobile applications.

### EDUCATION

#### MASTERS - DIGITAL FUTURES

OCAD UNIVERSITY - Toronto, Canada

2017 - 2019

#### BACHELOR OF ARTS - ENGLISH LITERATURE & COMMUNICATIONS

AMERICAN UNIVERSITY AUB - Beirut, Lebanon

2005 - 2009

#### BACHELOR OF ARTS - VISUAL COMMUNICATION & ADVERTISING

HGB - Leipzig, Germany

2004 - 2007

### LANGUAGES

- |                  |        |                  |                   |
|------------------|--------|------------------|-------------------|
| • <b>English</b> | Fluent | • <b>Spanish</b> | Conversational    |
| • <b>French</b>  | Fluent | • <b>German</b>  | Reading & Writing |
| • <b>Arabic</b>  | Fluent |                  |                   |

### PUBLICATIONS / AWARDS

**MRsive: Augmented Reality – Short Paper** 2019  
HCI 2019 - Orlando, USA

**TASTEGraph: The Globe & Mail – Data Vis Short Paper** 2018  
iEEE Vis - Berlin, Germany

**Dean's Award and Scholarship** 2017  
OCAD University - Toronto, Canada

### INTERESTS

Augmented Reality; Digital Games; Interactive technologies;  
Outdoor activities; Exploring new places and cultures.