

nourdiab

INTERACTION & SERVICE DESIGNER

As Service Designer, my role involves understanding client needs and customer expectations to inform the design of service focused digital strategies and customer experiences. My area of focus is rooted in understanding the contextual constraints and opportunities of a user's routine or emerging task flows and behavioral patterns (both external/environmental and internal/psychological). My interest lies in the versatility of project areas and design contexts, giving way for continuous personal growth and cultural learning.

Beyond project work, I am deeply passionate about the intersection between art, science and technology where design can contribute to various layers of daily life, such as to the evolution of behaviour practices, whether social or environmental.

EXPERIENCE

SAPIENTNITRO, LONDON-UK MAR16-TODAY

SENIOR INTERACTION DESIGNER

CLIENTS: BRITISH TELECOM, BRITISH AIRWAYS, HOWDENS JOINERY

FJORD LLC, LONDON-UK DEC14-FEB16

SERVICE DESIGNER

CLIENTS: WARNER BROS, LLOYDS BANKING GROUP, GTA/EMUTRIP, SCOTLAND POLICE, CLARKS, BANCO ORIGINAL, WEST MINDLANDS POLICE

Contributed across various project phases, such as: framing a strategy and workstream, providing a heuristic review of prior research and current digital offering, journey mapping, trends research, benchmarking, ideating around participatory client workshops, defining leading product features, wireframing flows, testing concepts/demos with representative users, and specifying design language patterns.

FJORD LLC., NYC-USA JAN12-NOV14

INTERACTION DESIGNER

CLIENTS: CITIBANK, PAYPAL, TRUTH ON CALL, MEIJER, FIAT, FARMERS

Responsible for concepting, wireframing and flows specifications, visual design mockups and demos, design patterns documentation for mobile app and webapp services.

- Organized, curated, and co-led weekly design meetups as a way of instigating a culture of knowledge-sharing within the office.
- Defined the core interaction vision and functional concepts for a leading Auto, Home, and Life insurance company.

MOMENT DESIGN, NYC-USA SEP11-DEC11

USER EXPERIENCE DESIGN INTERN

CLIENTS: MSKCC, MORGAN STANLEY

Participated in client participatory workshops, concept development and wireframing, UI specifications, and competitive research.

BEHAVIOR LLC., NYC-USA JUL10-AUG10

VISUAL DESIGN INTERN

CLIENT: AMERICAN MUSEUM OF NATURAL HISTORY

IKÉ UDÉ'S ARUDE MAGAZINE, NYC-USA FEB08-JUL08

GRAPHIC DESIGNER

aRUDE mag: *Angel Issue (Summer 2008)*: responsible for designing elegant layouts, retouching portrait images, and editing copy.

SOCIO X, NYC-USA MAR06, JUL06, & AUG07-JAN08

DESIGN ASSISTANT FOR BRIDGET DE SOCIO

- *Paris 1962: Yves Saint Laurent and Dior, The Early Collections* by Jerry Schatzberg (Rizzoli & Empire Editions)
- *Heaven: Ten Years of The Art of Elysium* (Empire Editions)
- *Starbucks Shanghai & JCPenney*: assisted the creation of brand personae books for Saatchi & Saatchi.

SKILLS

Photoshop, Illustrator, InDesign, SketchApp, InVision, IA, Information Design, Usability Testing (remote/in-house/on-site), Insight Analysis, Brainstorm Methods, Participatory Client Workshops, Trends Research, Benchmarking, System Map, Relationship Diagram, Journey Map, Service Blueprint, Agile.

BASIC KNOWLEDGE

XHTML, CSS, Physical Computing, AfterEffects, Keynote/PPT, Axure

SPOKEN LANGUAGES

French & English: fluent | Arabic: conversational | Spanish: basic

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN, NYC-USA

MFA in DESIGN & TECHNOLOGY 2009-2011

GOLDSMITHS, UNIVERSITY OF LONDON, LONDON-UK

MA in DESIGN FUTURES 2008-2009

PARSONS THE NEW SCHOOL FOR DESIGN, NYC-USA

BFA in COMMUNICATION DESIGN 2003-2007

COLLEGE LOUISE WEGMANN, BEIRUT-LEBANON

FRENCH BACCALAUREATE in LITERATURE 2003

PUBLICATIONS / ENGAGEMENTS / EXHIBITIONS

UX MAGAZINE APRIL 2016

ARTICLE: AUTHOR

The Value Impact of Service Partnerships: Powerful service partnerships are beginning to emerge that are able to better respond to changes in customer needs, desires and expectations.

UX MAGAZINE JANUARY 16

ARTICLE: AUTHOR

Designing for the Future Self: Big data, smart mobile technology and connected devices are combining to allow us to build a new type of smart digital service, capable of constantly learning our individual preferences and environments, almost as if it's alive.

LUFBRA SERVICE JAM, LOUGHBOROUGH-UK MARCH 2015

SERVICE JAM: MENTOR at Loughborough University

Mentored project teams focused around learning and applying Service Design thinking methods to generate design proposals.

UX MAGAZINE MAY 2014

ARTICLE: AUTHOR

The Influence of iOS 7 and Designing for Mobile in an Omnichannel World: An effective design strategy must account for all of the different platforms and touchpoints it spans.

ACM INTERACTIONS MAGAZINE MARCH 2012

HIGHLIGHTED PROJECT in 'Demo Hour'

Affective Resonance: an interactive installation using ferrofluid and neurofeedback to connect individuals through sound and vision.

IXDA WORKSHOP, NEW YORK-USA NOVEMBER 2011

ETHNOGRAPHIC RESEARCH + UX: FACILITATOR

Assisted John Payne in the presentation of ethnographic research in user experience design and facilitated participant fieldwork at NY's Occupy Wall Street.

NANO + BIO + ART, LOS ANGELES-USA MARCH 2010

GROUP SHOW || ART-SCI Gallery, UCLA

Exhibited *Impulsions Dialogiques (dialogical impulses)*: a proposal poster exploring the concepts of 'community' and 'communication' through electronical layerings of habitual experiences.

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