

## INTERACTION & SERVICE DESIGN CONSULTANT

I'm deeply curious about the unknown future, the impact of emerging technologies, and the role design and innovation play in shaping the good and evil in the world, influencing how we live, think and act.

Recently, I've been mentoring on [ADPList.org](http://ADPList.org) and running [Femmes Designers Ltd.](http://Femmes Designers Ltd.), a platform that amplifies the voices of artists, designers and scholars pushing the boundaries in STEAM fields.

### EXPERIENCE

#### FEMMES DESIGNERS LTD, LONDON-UK JAN22-NOW

##### FOUNDER

Offering women in STEAM a space to share their innovative practices and inspire others through social media, podcasts, and panel discussions.

#### ADPLIST.ORG, GLOBAL APR24-NOW

##### CREATIVE MENTOR NETWORK, LONDON-UK FEB22-JUL22

##### CAREER GROWTH MENTOR

#### FREELANCER, LONDON-UK AUG18-NOW

##### SENIOR SERVICE DESIGNER

UNITED TRUST BANK (UTB), HIYACAR, PARSEC HOLDINGS, LA MEAT MAISON (LMM)  
Helping businesses improve their digital products and services by providing engaging solutions that meet the needs and expectations of customers and stakeholders.

#### DESIGNIT DENMARK, WIPRO DIGITAL, LONDON-UK JAN19-JUN21

##### SENIOR SERVICE DESIGNER

BP STRALA, INVESTEC, NATIONAL GRID, ONEWEB, CYNERGY

- Responsible for planning and conducting field research, generating insights, recommendations and experience principles.
- Where relevant, worked with client stakeholders and industry experts to define to-be technical ops models and ecosystems.
- Planned and ran an intro workshop to 'innovation-led design' at the London Stock Exchange, ELITE programme 2019.
- Crafted project proposals to clients in finance, real estate and education sectors.

#### SAPIENTRAZORFISH, PUBLICIS GROUPE, LONDON-UK MAR16-SEP17

##### SENIOR INTERACTION DESIGNER

BRITISH TELECOM, BRITISH AIRWAYS, HOWDENS JOINERY

#### FJORD LLC, ACCENTURE INTERACTIVE JAN12-FEB16

##### SERVICE DESIGNER (LONDON-UK DEC14-FEB16)

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

Contributed across various project phases, and responsible for: framing strategies and workstreams, evaluating heuristics of as-is digital offerings, mapping future journeys, conducting trends research and benchmarking, ideating around participatory client workshops, defining leading product features, wireframing flows, and testing concepts/demos with representative users.

##### INTERACTION DESIGNER (NYC-USA JAN 12-NOV14)

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

- Developed concepts, wireframes, flow specs, visual mockups, and documented design patterns for mobile and web services.
- Organized, curated, and co-led weekly design meetups as a way of instigating a culture of knowledge-sharing within the office.

#### MOMENT DESIGN, NYC-USA SEP11-DEC11

##### USER EXPERIENCE DESIGN INTERN

MSKCC, MORGAN STANLEY

### SKILLS

Service Design Methods, UX and Interaction Design, Usability Testing, Information Design, Qual and Quant Research, Planning and Facilitating Workshops, Trends Research, Product Benchmarking, Working Agile, Crafting Client Proposals

EXPERT Miro, SketchApp, InVision, Photoshop, Illustrator, InDesign

BASIC XHTML, CSS, Python, Physical Computing, AfterEffects, Keynote/PPT

SPOKEN LANGUAGES French and English: fluent, Arabic: conversational, Spanish: basic knowledge

### EDUCATION

#### MIT xPRO, ONLINE PROGRAMME 2024

Certificate in DESIGNING AND BUILDING AI PRODUCTS AND SERVICES

#### MIT MEDIA LABS, ONLINE SHORT COURSE 2019

Certificate in BEYOND SMART CITIES

#### PARSONS THE NEW SCHOOL FOR DESIGN, NYC-USA 2009-2011

MFA in DESIGN & TECHNOLOGY

#### GOLDSMITHS, UNIVERSITY OF LONDON, LONDON-UK 2008-2009

MA in DESIGN FUTURES

#### PARSONS THE NEW SCHOOL FOR DESIGN, NYC-USA 2003-2007

BFA in COMMUNICATION DESIGN

### PUBLICATIONS, EXHIBITIONS & MORE

#### ARTICLES 2014-2023

##### UXMAG.COM

- Shaping Future Interactions: AI, Ethics, and Robo-Utopias. (MAY23)
- Designing Data Environments. (OCT17)
- The Value Impact of Service Partnerships. (APR16)
- Designing for the Future Self. (JAN16)
- Empowering Design in "The Top UX Predictions for 2016." (DEC15)
- The Influence of iOS 7 and Designing for Mobile in an Omnichannel World. (MAY14)

##### LINKEDIN ARTICLE

What's Trending in the New Dawn? (FEB20)

#### LUFBRA SERVICE JAM, LOUGHBOROUGH-UK MARCH 2015

##### TEAM MENTOR

Supported project teams with learning and applying Service Design thinking methods to generate relevant design proposals.

#### ACM INTERACTIONS MAGAZINE MARCH 2012

##### FEATURED PROJECT in 'Demo Hour'

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

#### IXDA WORKSHOP, NYC-USA NOVEMBER 2011

##### ETHNOGRAPHIC RESEARCH + UX FACILITATOR

Assisted in facilitating participant fieldwork, using ethnographic methodologies, at NYC's Occupy Wall Street.

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

##### GROUP SHOW at ART-SCI Gallery, UCLA

**Impulsions Dialogiques** is a diagram exploring 'community' and 'communication' through wearable technology and non-verbal feedback loops.