

WORK HISTORY

Staff Product Designer Puzzle	Aug 2023 – Present
At Puzzle, I design core product experiences that power modern accounting workflows, with a focus on automation, transparency, and flexibility. I lead design on the core accounting team in key areas including accounts payable/receivable, revenue recognition, classification, integration, accuracy review and more. I work on complex systems that support real-time integrations, audit trails, and financial reporting. I own the end-to-end design process from research and system design to prototyping and partnering with engineering to bring ideas to life.	
Design Instructor Schoolcraft Collage	Aug 2023 – Present
As a design instructor in Schoolcraft College, I teach students core design concepts and help them apply those ideas through hands-on projects and critiques. I also prepare all the teaching materials, presentations, and assignments to make sure each class is clear and engaging. My role includes giving feedback, supporting students as they develop their work, and helping them build confidence in their design decisions.	
Sr. Product Designer Coursekey	May 2022 – Aug 2023
At Coursekey, I played a pivotal role in delivering innovative solutions and expanding the product with a diverse range of tools and features that enabled schools and educators to streamline their work processes and gain valuable insights for informed and calculated decision-making.	
UX/UI Designer Entrega	Sep 2016 – May 2022
During my time at Entrega, I had the opportunity to work on diverse projects across different industries, including recognized names such as General Motors and Enterprise Car Rental. I contributed to designing and developing internal systems and customer-facing products, ensuring successful product deliveries on time and on budget, bringing innovative products to market, driving growth and profitability for our clients.	
Interaction Designer Destaco	Mar 2013 – Sep 2016
At Destaco, I played a leading role in producing creative assets for global product lines, enhancing the user experience and visual appeal of showcasing products and services. Collaborating closely with marketing and engineering teams, I contributed to rebranding project, organized product catalogs, and designed interactive digital displays and applications for exhibits, ensuring a seamless and engaging user experience.	

EXPERIENCE

- Led end-to-end product design from ideation to launch, ensuring alignment with user needs and business objectives.
- Utilized various research methods such as user interviews, surveys, and data analysis to gather insights and inform design decisions.
- Developed design concepts, wireframes, mockups, and user flows to communicate and validate product ideas.
- Produced high-quality prototypes, including visually appealing web and mobile designs that are user-friendly and effective.
- Collaborated with cross-functional teams, including stakeholders, engineers, and marketers, to define product requirements and ensure design solutions met business goals.
- Worked in an agile environment with design, business, development, and analytics teams.
- Helped define and prioritize product features and roadmaps in collaboration with leadership based on user feedback, market research, and business objectives. Additionally, contributed to defining and measuring design success metrics and KPIs.
- Conducted usability testing and user research studies to gather feedback and insights on designs and identify opportunities to improve the customer experience.
- Contributed to the development and maintenance of design guidelines, style guides, and design systems to ensure compliance with accessibility standards, including ADA and WCAG.
- Mentored junior designers and provided guidance on design best practices, product strategy, and career development.
- Developed front-end web applications using HTML, CSS, and JavaScript, and integrated frameworks and libraries such as React, Angular, Bootstrap, and Foundation.

SKILLS

User-centered design, User research, Design thinking, Market research, Competitive analysis, Problem-solving, Personas & scenario development, User journey maps, Storyboarding, Interaction design, Information architecture, Wire-framing, Prototyping, Vibe coding, HTML, CSS, JavaScript, React, Angular, Visual design, Design Systems, Usability testing

TOOLS

Vibe-coding tools, V0, Claude, Figma, Sketch, Adobe Photoshop, Framer, Adobe Illustrator, Adobe After Effects, Maze.

EDUCATION

Web & Interactive Media Cer.	Sep 2011 – May 2013
Schoolcraft College – Livonia, Michigan	
Bachelor of Science in Civil Engineering	Sep 2003 – Jun 2009
Applied Science University – Jordan	