

NATHALIE ZEITOUN

USER EXPERIENCE DESIGNER

London, United Kingdom

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SKILLS

UX Methods

UX Benchmarking
User Research
Ethnography
Competitive Analysis
Behavioral Design
Personas
User Journeys
Experience Strategy
Usability Testing
Information Architecture

Design

User Interface Design
Graphic Design
Wireframing
Prototyping
Speculative Design

Software

Adobe Creative Suite
HTML/CSS
Sketch, InVision

PROFESSIONAL DEVELOPMENT

Guest Lecturer: UX and Prototyping Oct 2018
Falmouth University | Cornwall, England

Guest Lecturer: Speculative Design Jun 2017
London College of Communication | London, UK

Augmented Reality Workshop Facilitator Jan 2017
University College London | London, UK

User Experience Lead: VR Game Nov 2016
Kingston School of Nursing | London, UK

Freelance Digital Creative Jun 2015 - Nov 2015
University of the Arts London | London, UK

LANGUAGES

Fluent in speaking, reading and writing:

English, French and Arabic

EDUCATION

MSc User Experience Design Jan 2016 - Jan 2017
Kingston University London | London, UK

MA Advertising Sept 2014 - Oct 2015
London College of Communication | London, UK

BA Graphic Design Sept 2007 - Jun 2011
American University of Beirut | Beirut, Lebanon

WORK EXPERIENCE

Associate UX Consultant Jul 2019 - Present
Blue Latitude Health | London, United Kingdom

Developing customer centric experiences in collaboration with strategy and creative consultants. Clients are big players in the pharmaceutical and healthcare industries.

UX Designer Jul 2017 - Jul 2019
Strategy&, part of the PwC Network | Beirut, Lebanon

Lead the user experience design, benchmarking, UI design, personas and journey mapping for projects in the fields of healthcare, technology and others.

UX & Digital Media Officer Jan 2017 - Jun 2017
Proximie | London, United Kingdom / Beirut, Lebanon

Worked with developers and engineers to build the interface of the Augmented Reality medical platform. The role included user research, usability testing, UI design and prototyping.

Communications Manager Dec 2013 - Aug 2014
Beirut Hospitality Company | Beirut, Lebanon

Designed printed and online material for the five different venues that were part of the hospitality company. The role was focused on graphic design and brand communications.

Graphic Designer Nov 2012 - Dec 2013
Landmark Group | Beirut, Lebanon

Designed in-store branding material and digital artwork to be posted on the social media platforms of the retailer.

Junior Graphic Designer Nov 2011 - Aug 2012
.PSLAB | Beirut, Lebanon

Contributed to the design of printed material as well as the design of the company website, as part of the in-house branding team.