JAD CHEIKH
Senior Product Designer

Canadian Citizen
Toronto, ON

inbox.jad@gmail.com
+1 (204) 998 3291

www.jad.ventures
behance.net/jadventures
linkedin.com/in/jad-cheikh

OVERVIEW

With 9 years of UI and UX design experience under my belt, I specialize in creating user-friendly solutions grounded in thorough research.

My passion lies in helping startups realize their vision by developing robust design systems and environments from scratch. I'm a strong advocate for accessibility and firmly believe that well-designed systems can make a world of difference.

When I'm not immersed in design work, you'll find me experimenting in the kitchen, staying up-to-date with tech trends, and exploring the world of creative media.

Industry Knowledge
Agile-Scrum Methodology, Wireframing, Product Design, User Interface, Usability Research, Rapid Prototyping, Design Systems, Interaction Design, Technical Documentation...

Tools & Technologies
Figma, Adobe XD, Adobe Creative Suite, Sketch, FullStory, Zeplin, Miro, Webflow, Wordpress, Notion, Procreate, Keynote, GitHub, Xcode, Jira...

Other Skills
Branding, Illustration, Print Production, Drone Photography, Copywriting, Ideation, Brainstorming, Discovery, Online Marketing, HTML, CSS, JS, SwiftUI...

Languages
English, French and Arabic

PROFESSIONAL EXPERIENCE

RocketRez
05/2021 - 02/2024
Steinbach, MB. Canada.
Senior Product Designer

- Developed a new process to increase efficiency and accuracy, resulting in a streamlined collaboaration across departments.
- As a member of the technical team I reported to the Director of Engineering, and held a crucial part in the Product Team.
- Followed a Lean UX methodology to identify problems and iterate until we reached the desired feedback.
- Project leader for a complete product redesign.
- Conducted surveys and interviews to define needs and pain points, followed by analysis documents.
- Initiated discovery and ideation sessions as well as design workshops with multiple groups in a fun environment.
- Created storyboards and interactive prototypes to communicate solutions.
- Created an information architecture in collaboration with the engineering team.
- Drafted a UX Research Plan and templates for User Testing and Feedback Analysis.
- Wrote technical documentation and created an interactive design system to make hand-off as seamless as possible.

Treasury Xpress
04/2020 - 08/2020
Beirut, Lebanon. Headquarters: Portsmouth, NH, United States
Consultant / UI/UX Specialist

- Hired to oversee and redesign the interface and usability of the complete Treasury Management Web System.
- Lead discovery sessions, identified product requirements, developed wireframes.
- Conducted user research for identifying pain-points and capturing goals.
- Analyzed user data and converted them into customer journeys for best UX scores.
- Created interactive prototypes and a design system to establish the overall direction of the product.

*.Technology SARL
10/2018 - 10/2019
Beirut, Lebanon.
Senior UI/UX Designer

- Team leader for developing internal and external design solutions from concept to creation.
- Identified product requirements and developed wireframes.
- Created interactive prototypes and design systems.
- Key touch point for stakeholders, marketing, research, and development.
- Conducted discovery and ideation sessions resulting in an open communication with the team.

Torch Academy
10/2015 - 10/2018
Beirut, Lebanon.
UI/UX Designer / Mentor

- Spearheaded creative direction for start-up teams to create the best solutions for their ideas.
- Collaborated with start-ups to prototype, design and execute solutions.
- Arranged meetings and gathered user data to understand bottlenecks and improve user satisfaction.
- Taught classes in Human Centered Design, Usability Research and Modern UI Trends.
- Trained fresh graduates on best practices in the industry and how to gain a competitive advantage.

Blue Media
03/2012 - 09/2015
Beirut, Lebanon.
Designer / Production Manager

- Planned, scheduled and managed all production activities.
- Maintained an effective communication with the creative team and the clients.
- Created digital artwork for print material and advertising campaigns for clients in Real Estate, Hospitality and F&B.

Pareto
06/2010 - 10/2011
Toronto, ON. Canada.
Visual Designer

- Worked as a part of a team in designing displays for Shoppers Drugmart in more than 50 locations around the city of Toronto.
- Created and executed planograms for store displays of leading cosmetics brands like L'Oreal, Revlon and Maybelline.

EDUCATION

The Art Institute of Toronto
Canada (2008)
Advanced Diploma in Graphic Design /
Hands-on training from industry leaders.

ALBA, University Of Balamand
Lebanon (2005)
Freshman Diploma in Arts / Graphic Design
Foundation

PROFESSIONAL TRAINING

SwiftUI (2021)
• Using Xcode to create an iOS app
• Building UI using SwiftUI
• Swift programming basics

Web Development (2016)
• HTML5 & CSS3: fundamentals.
• JavaScript, Bootstrap & Sass: basics.

UX Design Fundamentals (2015)
Critical elements of user experience: strategy,
scope, structure, skeleton and surface.

Mobile App Design: UX and UI (2015)
Process of designing a complete mobile app
using Sketch: Guiding Principles, User
Research, Illustrating the Context of Use,
Measuring Usability, Information Architecture,
Interaction Design, Visual Design, User
Interface Prototyping, Usability Evaluation.

FAVORITE BOOKS

Lean UX
- Jeff Gothelf with Josh Seiden
Applying lean principles to improve User
Experience.

A Project Guide To UX Design
- Russ Unger & Carolyn Chandler
For User Experience designers in the field or in
the making.

Don't Make Me Think
- Steve Krug
A common sense approach to web and mobile
usability.

FREELANCE EXPERIENCE

Soffa Parking (Car parking app for malls)   Dubai - 2020
Mobile App UI/UX
• Translate requirements into user-friendly processes
• Wireframe and usability flow charts
• Interactive prototype
• UI design
• Assets and style guide for developers

Coreletic (Fitness clothing brand, e-commerce)   Lebanon - 2020
Branding / Website
• Branding and communication guide
• Marketing visuals
• Website design
• E-commerce website execution through Shopify
• Modified code for specific features

CryptoPhi (Development firm for blockchain products)   Lebanon - 2019
Branding / Website
• Logo Design and Brand Identity
• Brand visuals
• Website design
• Website execution using Webflow

MonetaryUnit (Cryptocurrency)   UK - 2019
Branding / Website
• Branding and communication guide
• Online interactive brand guide
• Brand visuals and elements
• Website design
• Website execution using Adobe Muse

MUEX (Platform for trading and using cryptocurrencies)   UK - 2019
Web Application UI
• Wireframe and usability flow charts
• Dynamic module-based master layout and navigation
• Usability testing and modifications based on user feedback
• Light/dark interface design
• Assets and style guide for developers

CREMPEX - Crypto Empire Exchange (Online trading platform)   UK - 2019
Branding / Website
• Logo Design and brand elements
• Website design
• Website execution using Webflow

VonaDrive (Encrypted online storage app)   France - 2019
Branding / Mobile App UI/UX
• Logo Design and Communication Guide
• Translate requirements into user-friendly processes
• Wireframe and usability flow charts
• Interactive prototype
• UI design
• Assets and style guide for developers

StartMy.io (Crowdfunding platform for blockchain startups)   UK - 2019
Branding / Web Design
• Logo Design and Style Guide
• Website design and development

Hash Latino (Cryptocurrency miner management app)   Venezuela - 2019
Branding / Mobile App UI/UX
• Logo Design and brand elements
• Wireframe
• Usability testing
• UI design

Archestratus (Luxury meat distributor using blockchain technology)   Malta - 2019
Branding / Website
• Logo Design and brand elements
• Digital and print material
• E-commerce website design and development

FREELANCE EXPERIENCE (CONTINUED)

URUZ (Online fitness app)   Lebanon - 2018
Branding / Mobile App UI/UX / Web Application UI
• Logo Design, brand elements and communication guide
• Translate requirements into user-friendly processes
• Wireframes and usability flow charts
• Interactive prototype
• Usability testing and modifications based on user feedback
• UI design
• Assets and style guide for developers

Lexminster (Web platform for lawyers and documentation)   France - 2018
Branding / Web Application UI
• Logo Design, brand elements and communication guide
• Translate requirements into user-friendly processes
• Dynamic module-based master layout and navigation
• Interactive prototype
• UI design
• Assets and style guide for developers

Fitguru (Fitness Supplements brand, e-commerce)   USA - 2018
Web Design
• Landing Page design
• Custom icons and visual elements
• Assets and style guide for developers

LEWAP (NGO for water management on the government level)   France - 2018
Branding
• Logo Design and Brand Identity
• Digital and print design templates

Cyber-E (Electronics shop, e-commerce)   Lebanon - 2018
Branding / Website
• Logo Design and Brand Identity
• Marketing strategy and visuals
• Website design
• E-commerce website execution using Webflow

Luna's Village (Hotel and residence)   Lebanon - 2017
Branding / Website
• Logo Design and Brand Identity
• Print material
• Custom icons and visual elements
• Website design
• Website execution using Adobe Muse

Luna's Kitchen (Restaurant for organic food)   Lebanon - 2017
Branding / Website
• Logo Design and Brand Identity
• Online and offline menu design
• Custom icons and visual elements
• Website design
• Website execution using Adobe Muse

Waterwise (Water usage tracking app)   Lebanon - 2017
Branding / Mobile App UI/UX
• Logo Design and branding guide
• Wireframe and usability flow charts
• Interactive prototype
• UI design
• Assets and style guide for developers

Tropoo (Create or find vacation journeys in any city)   Dubai - 2017
Branding / Mobile App UI/UX
• Logo Design and branding guide
• Wireframe and usability flow charts
• Interactive prototype
• UI design
• Assets and style guide for developers

Social Bx (Book exchange app)   Lebanon - 2017
Branding / Mobile App UX
• Logo Design and branding guide
• Wireframe and usability flow charts
• Interactive prototype
• Usability testing and modifications based on user feedback