

# Mona Gabr

Design Lead at Smartly - Co-Founder at Āhua Wellbeing

Experienced in transforming complex and ambiguous problems into simple, elegant and modern experiences for users, delivering high quality visual with sharp eyes for details.

## EXPERIENCE

### Smartly - Design Lead

Oct 2022 - Present New Zealand, Auckland

- Led the design team in creating user-centred solutions that aligned with business goals.
- Conducted user research and usability testing to inform design decisions and iterated on designs based on feedback.
- Designed and delivered wireframes, prototypes, and high-fidelity designs using design tools such as Figma, Miro, Confluence.
- Conducted accessibility audits and implemented design solutions to ensure compliance with accessibility guidelines, including WCAG 2.1.
- Collaborated with cross-functional stakeholders, including product managers, developers, and QA testers to ensure the quality of designs and their technical feasibility.
- Established design processes and standards that ensured consistency and scalability across multiple products and features.
- Maintain the design system by working with the stockholders to determine the priority and the impact of new components.

### Āhua Wellbeing — Co-Founder

Sep 2019 - Present New Zealand, Auckland

- Direct the design and innovation aspect of the organisation. Key responsibilities: the brand identity, website, social media platforms, innovations and products.

### Visa - UX Designer

Sep 2021 - Oct 2022 New Zealand, Auckland

- Designed and delivered wireframes, prototypes, and high-fidelity designs using design tools such as Figma, Miro, Confluence.
- Contributed to the development of accessibility design standards and guidelines, incorporating user feedback and industry best practices.
- Collaborated with cross-functional stakeholders, including product managers, developers, and QA testers to ensure the quality of designs and their technical feasibility.
- Communicated design decisions and rationale to cross-functional teams and stakeholders.

### Datacom - Experience Designer

Apr 2020 - Sep 2021 New Zealand, Auckland

- Led the CX research includes 10 heuristics usability audit, customers survey and data analytics analysis.
- Conducted tree testing for the navigation, to gather qualitative findings for improving the navigation experience.
- Led and conducted user testing sessions. UX lab test planning, facilitation and reporting.
- Delivered UX audit and recommendation report to build project timelines.
- Delivered human centric high-fidelity designs under the constraints of not creating new technical debt and large-scale development enhancements.
- Communicated with stockholders to ensure a holistic perspective of the user testing and a human-centric outcomes.

### Satellite Media - UI/UX Designer

Mar 2019 - Oct 2019 New Zealand, Auckland

- Enhanced the UI/UX of existing products or created new concepts and products.
- Experienced designing for a variety of mediums, such as websites, interactive apps, mobile sites, touch screens and kiosks.

### Air New Zealand - UI/UX Design Intern

Nov 2018 - Feb 2019 New Zealand, Auckland

- Created experience visions and concept screens for internal users (Air Craft maintenance).
- Created human-centric solution, showing users that GrabaSeat has international flight deals.

### Abley- UI/UX Contract Designer

Jul 2018 - Aug 2018 New Zealand, Auckland

- Designed and delivered high-fidelity concept for NZTA speed limit map website.
- NZTA selected our design from multiple submissions, based on UX/UI, development and efficiency.

### Xero- UI/UX Design Intern

Nov 2017 - Feb 2018 New Zealand, Auckland

- Worked on XHQ ASK – a tool which allows accountants to get information from their clients.
- Responsible for redesigning XHQ ASK according to the previous user testing results.

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## EDUCATION

### B.A Of Media Design

Interactive, Media Design School

2016 – 2018 Auckland, New Zealand

### B.A Of Computer Science

Computer System, Ain Shams (FCIS)

2004 – 2008 Egypt, Cairo

## AWARDS

### Above and Beyond Star Performer

Smartly - Design lead role

Jun 2021 - Auckland

### Service — Good Design Award

Pick project - Next Gen service

2020 - Sydney

### Gold — Best Design Awards

Pick project - Interactive

2019 - Auckland

### Silver — Best Design Awards

Pick project - Public good

2019 - Auckland

### Bronze — Best Design Awards

Pick project - Product

2019 - Auckland

### Bronze — Best Design Awards

Allay project - Public good

2018 - Auckland

## CERTIFICATES

### Nielsen Norman Group

UXC Certificate

Interaction Design and UX Research

Credential ID - 1035825

### HarvardX

LEAD1x - Exercising Leadership:

Foundational Principles

Verified Certificate

Issued August 19, 2021

### IBM

Enterprise Design Thinking Practitioner

2020