



nasserelsamadisy

Lead UX Designer

## about me

- Lead UX Designer with 13+ years experience in various industries including B2B, B2C, Healthcare, Oil and Gas, Multicloud Management, Airline Solutions and Video Games.
- Discovery Research, Qualitative Research, Data Synthesis, Workshop Facilitation, Design Systems, Prototyping, Wireframing, User Experience, Information Architecture, Accessibility, UX Documentation, Journey Maps, Service Blueprints, Personas, Requirements, Figma, Adobe CC, Outcome Focused.
- UX Team Leadership and Alignment, Stakeholder Alignment, Excellent Communication, Presentation, Agile Workflows, Pivotal Workflows, UX Mentor.

## contact me



214-604-6219



elsamadisy@gmail.com



[http://www.linkedin.com /in/elsamadisy/](http://www.linkedin.com/in/elsamadisy/)



<http://elsamadisy.com/>

## WORK EXPERIENCE

### 2022 - 2023 **SR UX DESIGNER - BUNGIE**

- Sr UX Designer working on Destiny 2.
- Workshop facilitation.
- Discovery research, qualitative research, data synthesis.
- Stakeholder and user interviews.
- Intercompany team alignment regarding UX initiatives.
- Design systems.
- Accessible HUD and menu design.
- Led UX for HUD buff/debuff updates.
- Led UX for Vault from Orbit.

### 2021 - 2022 **LEAD UX DESIGNER - KYNDRYL**

- Lead user experience strategy on multiple products, facilitate workshops and discussions across teams. Identify and work directly with customers and stakeholders, using interviews and user research to understand, validate product concepts and direction.
- Create enjoyable customer experiences by iterating on designs and gathering feedback to constantly improve products. Transform needs prioritized by business goals into testable questions.
- Develop UX related documentation, such as requirements, research findings, journey maps, use cases, user profiles, and mental models.
- Define the information architecture and interaction flow of applications.
- Present conceptual diagrams, wireframes, and prototypes to key stakeholders
- Analyze usage data to gain deeper product understanding, KPIs and craft recommendations.
- Conduct surveys and interviews with internal team members, product experts, and customers
- Evangelize and educate product and engineering teams to have a better understanding of UX best practices and techniques.

### 2020 - 2021 **SR. UX DESIGNER - ASCENSION**

- Led designs on multiple products for users ranging from nurses and hospital staff, to doctor's offices' staff.
- Conducted user and stakeholder interviews, user research, observed hospital staff in their work environment, discovery research, workshops, prototypes and user testing, data synthesis.

### 2014 - 2020 **SR. UX / PRODUCT DESIGNER - DELL EMC**

- Lead a balanced team - collaboration, discovery and framing, research, data synthesis, experiments, workshops, customer and stakeholder interviews.
- Completed heuristics, found and proposed solutions to improve accessibility across all of Dell.com.

#### **Key Achievements**

- Design changes to Precision Workstations led to a 25% increase in conversion.
- Led a complete design overhaul to Alienware.com that resulted in more than double the original target for RPV without any initial dip usually seen with new launches.

### 2012 - 2014 **UX DESIGNER - SABRE AIRLINE SOLUTIONS**

- Designed and led the initial overhaul to portal connecting all b2b customers to Sabre Airline Solutions.

#### **Key Achievements**

- Led designs and guerilla testing to gain stakeholder buy in.

### 2010 - 2012 **GUI Developer - Halliburton**

## EDUCATION

- 2011 - Master's of Interactive Technology  
The Guildhall at SMU
- 2008 - Bachelor's of Fine Arts  
Utah State University