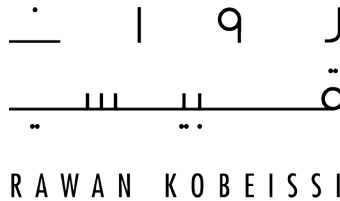


Product Designer
San Francisco, CA



www.rawankobeissi.com
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rawankobeissy@gmail.com

I'm a product designer with over 7 years of experience, ranging from Graphic Design to UX Design. I design experiences that leverage big data and artificial intelligence to empower people on the daily.

SKILLS

Design:

User Experience
User Interface
Service Design
Prototyping (Physical & Digital)
Wireframing
Systems Thinking
Visual Design
User Research
Design Strategy
Usability Testing
Information Architecture
Branding
Graphic Design

Software:

Figma
Sketch
Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects)
Principle
Invision
Tasmeem
DecoType-Basis Arabic Editor
HTML & CSS (working knowledge)

LANGUAGES

English (Fluent)
Arabic (Fluent)
French (Basic)

PUBLICATIONS

Lebanese Emigrant Statue
Stop Motion Video
Beirut Animated Festival
Oct 2015

EDUCATION

San Francisco, CA
2017

California College of the Arts

Master of Design (MDes), Interaction Design

Beirut, Lebanon
2016

American University of Beirut

Bachelor of Fine Arts (BFA), Graphic Design

East Lansing, MI
2014

Michigan State University

Semester Abroad, Communications

EXPERIENCE

Microsoft

Sep 2021 - Present
San Francisco, CA

Sr. Product Designer

+ Design lead on multiple end-to-end experiences
+ Established UX analytics framework to improve design process

People.ai

Jul 2018 - Aug 2021
San Francisco, CA

Sr. Product Designer

+ End-to-end ownership of net new features
+ Researched and designed our latest sales solution in the web app, that has become a key part of the sales motion in the company
+ Owned and collaborated cross functionally on all on-boarding and in-app tours to increase user adoption

Momentum Design Lab

Oct 2017 - Jul 2018
San Mateo, CA

Product Designer

+ Design lead on end to end Blockchain-for-Entertainment (B2C) and Healthcare (B2B) softwares
+ Co-lead on Automotive Infotainment System (hardware)
+ Quality assurance support for development team

Root Division

Sep 2016 - Sep 2017
San Francisco, CA

Design Strategist

+ Design strategy, creative direction, design workshop facilitation.
+ Co-founded the Digital Lab in collaboration with Root Division, City Studio, and AIGA to develop a scalable arts education curriculum for underserved youth.
+ Directed and delivered design vision, frameworks, and visuals.

GLIDE.org

Oct - Dec 2016
San Francisco, CA

UX Design Consultant

+ Facilitated design workshops to solve service design problems
+ Led the team in the final stages of service design concept delivery.

J.Walter Thompson

Feb - March 2016
Beirut, Lebanon

Creative Intern

+ Growing social media campaigns of local brands.
+ Designed promotional items/branding/identity in different fields from concept creation to execution.

DecoType

June - Aug 2015
Amsterdam, Netherlands

Graphic and Type Design Intern

+ Collaborated on linguistic & computer-aided type design and Arabic script grammar.
+ Research and analysis for font development.

Freelance

2015 - Oct 2017

Visual Designer

+ Branding and identity design for small businesses.