Lubna Ibrahim UX Designer

www.lubnaibrahimahm.com | lubnaibrahimahm@gmail.com | +44 (0) 7780453050

EXPERIENCE

BBC / BBC Studios (March 2019 - Present)
Senior UX Designer
- Led the design for the BBC Studios events platform from ideation delivery and launch for international customers. Managed a design team of 4.
- Led brainstorming and requirement gathering workshops with marketing, sales, tech and products stakeholders across BBC Studios.
- Communicated and articulated design rationale to internal teams.
- Led several user research studies with international users to inform designs and the project roadmap.
- Involved in the Diversity and Inclusion advisory board developing initiatives for the UX department.

MVF Global (February 2018 - February 2019)
Product Designer- UX Team
- Led the product design of several platforms and developed key features for our internal marketing teams.
- Led brainstorming workshops, wireframing and rapid prototyping involving stakeholders from across the business through user research.
- Collaborated and led projects with business and product owners to define functionality and manage feature requests.

Opendesk (August 2017 - January 2018)
UX/UI Designer - UX & Design Team
- In my role, I worked to create a design system establishing a set of pattern libraries and assets for Opendesk's internal tooling application - and collaborated with the engineering team to implement designs using Material Design and the React framework.
- Worked on projects that touched upon the user and customer experience for online channels by creating deliverables including sitemaps, wireframes, mockups, and prototypes.

Starcount (March 2016 - August 2017)
Designer - UX & Design Team
- Worked within the product team to support the senior UX designer in conducting user research such as user interviews, workshops, crafting personas and use mapping.
- Projects also consisted of creating user-centered designs within a production environment from low fidelity sketches and wireframes through to the end deliverable.
- Other outputs ranged from the creation of marketing material, infographics, editorial and presentations for the client and marketing team.

Starcount (Feb 2016 - March 2016)
Data Entry Assistant Intern
- Assisted data scientists in translating social data from Arabic to English within the language intern team. Other tasks included reporting to the marketing assistant within the marketing team and responding to ad-hoc design work.

UCL 2034 East Newham Research (August 2015)
Community Researcher
- Conducted valuable research about the university of the future through gathering statistical evidence from work in the field, interviews from the local people of Newham (specific to the area of the Olympic park) and UCL archives.

SKILLS

User Research
Design Systems
Information Architecture
Visual Design
Usability Testing
Wireframing/ Prototyping
Data Visualisation
Brainstorming
Line Management
Project Management

TOOLS

Figma/Sketch
Miro
JIRA
Adobe Creative Suite
Marvel, Invision
Basic Understanding of HTML/CSS

AWARDS

Bronze Group Nomination RIBA President's Student Awards (2014)

EDUCATION

Mental Health First Aid (2018)

UCL (2012-2015)
2:1 BSc Architectural and Interdisciplinary Studies

INTERESTS

Fluent in Arabic
Swing & Blues Dancing
Life Drawing
Boxing

REFERENCES AVAILABLE UPON REQUEST