

MONA MONSEF

PRODUCT DESIGNER + RESEARCHER

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WORK EXPERIENCE –

Sr. Product Designer / Electrifi

Brooklyn, NY, Aug 2019 – Present

Currently leading product design and product strategy of two AI/ML — based tools. Directing and implementing the design process from conducting user research, creating UX architecture and user flows, to providing interaction design, building wireframes, running usability testing, and delivering the final polished visual design. Implementing the company's Design System with consistent reusable design components.

UX/UI Designer / Freelance

Remote, Apr 2018 – Present

Working with clients across industries with defining their design goals, identifying end-users, determining user needs, and delivering user-centered user interface through the iterative design thinking process.

Test Engineer / Cisco WebEX

San Francisco, CA, Apr 2018 – Jun 2019

Designed and executed failure analysis and usability testing on WebEX headsets and WIFI mobiles. Mapped out personas, user scenarios, and user journeys for a heuristic end-to-end product usability evaluation.

User Research Intern / Willow Pump

San Francisco, CA, Oct 2017– Mar 2018

Ran moderated and unmoderated study sessions to evaluate user experience and pinpoint areas of improvement for the mobile app and the wearable product.

UX SKILLS –

Ethnographic Field Research, Usability Benchmarking, Focus Groups, Card sorting, Survey Design, Diary Studies, Data Analytics, Mind Mapping, Wireframing, Prototyping, Interaction Design, Visual Design

TOOLS –

Sketch, Figma, Adobe XD, Adobe Suite, Invision, Miro, Zeplin

EDUCATION –

University of Harrisburg / PA

MS. Human-Centered Interaction Design, Part-time, 2021

University of New Hampshire / NH

MS. Mechanical Engineering, 2017