

MONA MONSEF

SENIOR PRODUCT DESIGNER

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EDUCATION

Harrisburg University / PA

Course-based, Human-Computer Interaction Design, 2020

University of New Hampshire / NH

MS. Mechanical Engineering, 2017

UX SKILLS

User Experience Design

Design Thinking

Agile Product Development

User Research

Wire framing, Prototyping

Interaction Design

Usability Testing, A/B Testing

Experience Map, Site Map

User Journey, User Flows

Information Architecture (IA)

TOOLS

Figma Fullstory

Miro Pendo

Sketch Usabilityhub

Adobe Suite Mixpanel

Invision Looker

WORK EXPERIENCE

Sr. Product Designer / VTS

Brooklyn, NY | July 2021- Present

- Designed and shipped high-impact features in partnership with my PM, Engineers, and stakeholders generating ~\$5M in revenue to over 45,000 users over a year
- Led PaaS product design initiatives through cross-functional collaboration, and creating user flows, journey maps, wireframes, and iterating high-fidelity mock-ups
- Collaboratively developed VTS core platform's sitemap, identifying UX gaps with a focus on unifying customer experience across all products and increasing user retention

Sr. Product Designer / Electrifi

Brooklyn, NY | Sep 2020- Jun 2021

- Created end-to-end product design process of an AI/ML B2B PaaS analytics tool, fostering design workshops and strategic collaboration with C-suite and external partners for efficient and innovative product solutions

Product Designer / Electrifi

Brooklyn, NY | Aug 2019- Aug 2020

- Re-designed the company's Spend Analytics dashboard with to achieve over 75% adoption rate in a year by enhancing user-centric and growth-oriented design strategies

Test Engineer / Cisco WebEx

San Francisco, CA | Apr 2018- Jul 2019

- Created and performed failure analysis and usability testing for WebEX headsets and WIFI mobiles.

Engineer Intern / Willow Pump

San Francisco, CA | Oct 2017- Mar 2018

- Conducted quantitative and qualitative research analysis for the mobile app and wearable medical device.