XAYTUN ENNASR (she/her)

https://xaytun.design

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Product designer and researcher delivering meaningful experiences and engaging products. End-to-end, user-centered design practice which includes: UX research, design goals, user journeys, wireframes, prototypes, user testing and design systems.

Experience:

Design Consultant, Independent Contractor

Dec. 2023 - current

Worked with clients to deliver design solutions tailored to their specific needs. One example includes creating a design audit, user journey flows, and mockups for Overplay Games for their project with the FIFA 2026 play zone.

Senior UX Architect, Al Jazeera Media Network

Dec. 2018 - Dec 2023

Led the end-to-end design and research process for one of the world's leading international news apps. Additionally I worked on a number of web and connected TV products used by millions of users. My responsibilities included quantitative and qualitative research, design strategy, wireframes, prototypes, user tests, UI, and design systems. I worked closely with engineers, managers, editorial teams, and other designers everyday in an Agile environment. My work on the mobile app led to a significant increase in the app's store ratings, and doubled some of the user engagement metrics such as time spent in the app.

Product Designer and Developer, Independent Contractor

Jan 2014 - Dec 2018

Worked with a number of clients, primarily production studios and cultural organizations, to design and develop products including websites, mobile apps, and VR /AR experiences. Examples include creating mobile-first websites for the Palestine Festival of Literature and CRG Gallery, AR prototypes and mockups for Buck Design, and interactive touch screen experiences for CDM NY.

Game Designer and Developer, NBCUniversal

Aug 2012 - Dec 2013

Created UI, UX, and code for casual web and mobile games for channels within NBCUniversal including USA Network, Bravo, and Oxygen for TV shows such as Suits, Psych, and White Collar.

Education:

M.F.A. in Design and Technology, Parsons School of Design, The New School

B.Sc. in Computer Information Technology, Arab American University