

# Casey Jabbour

SENIOR PRODUCT + EXPERIENCE DESIGNER

## WORK EXPERIENCE

### Substantial

Senior Product Designer — Oct 2020 to Mar 2023

#### Arizona State and Carnegie Mellon Universities — Online course software

Design Lead — Oct 2022 to Jan 2023

A desktop and mobile web application that centers the needs of underrepresented STEM college students and their instructors. Led product design work including product strategy, early wireframes, co-creation sessions, UX/UI design, UXR, and final handoff to our client.

#### Block Renovation — Mobile application for MVP new product offering

Design Lead — Jan 2022 to Apr 2022

MVP for a new product to connect homeowners looking to renovate their bathroom to vetted contractors. Led end-to-end product design work including product strategy, stakeholder interviews, journey mapping, UX/UI design, prototyping, UXR, and working with engineers to ship a final product.

#### Bill & Melinda Gates Foundation — Persona Toolkit for Postsecondary students

Senior Strategist — Oct 2021 to May 2022

A dynamic persona toolkit which centers underrepresented college students' experiences and needs to facilitate more equitable solutions in education. Aided in research efforts including surveys, semi-structured interviews, synthesis, and the final toolkit creation.

#### WA State Dept. of Children, Youth, and Family Services — Case Mgmt. System

Design Lead — Oct 2020 to Oct 2021

A desktop web application to ensure families receive the correct state offered services to meet their needs. Led end-to-end product design work while embedded on a team of engineers. Designed new UX features, conducted user research, and partnered with engineering to continuously ship both new and revised features.

### Splice

Visual Designer — Mar 2019 to Oct 2020

Lead motion designer for marketing and social assets. Visual designer for Splice original album graphics and internal assets.

### Condé Nast, GQ & GQ Style

Lead Digital Editions Designer — Feb 2017 to Mar 2019

Digital Production Associate — Mar 2015 to Feb 2017

Designed digital editorial layouts, conceptualized and created motion graphics, and created templates for iPhone and iPad digital editions. Facilitated cross-team collaboration to ensure quality and consistency across web, print, and mobile. Shipped an iPhone and iPad product monthly.

## GET IN TOUCH!

✉ casey.jabbour@gmail.com

🌐 caseyjabbour.com

📍 in/caseyjabbour

## EDUCATION

### Master of Human-Computer Interaction + Design (MHCI+D)

University of Washington,  
Aug 2020

### Bachelor of Science in New Media Publishing

Rochester Institute of  
Technology, June 2013

## TOOLKIT

Figma, Sketch

Principle, ProtoPie, After Effects

Adobe Creative Suite

Miro, FigJam

Basic HTML & CSS

## SKILLS

Product strategy

Journey mapping

Site mapping

Wireframing

Design Systems

Rapid prototyping

Design documentation

Usability testing

Semi-structured interviews

Participatory design

Research synthesis