

Zahraa Assaf

↳ Lead Product & UX Designer | Platforms & Digital Transformation

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Work authorisation: APS (France)

Lead Product & UX Designer with 7+ years of professional experience directing end-to-end UX for complex digital platforms across government and enterprise – complemented by an MSc in Product Management & UX Design (SKEMA Paris × Politecnico di Milano, 2025). Specialised in multi-stakeholder systems, service design, and information architecture, with a strong track record of partnering with PMs to translate complex business and regulatory constraints into scalable, user-centred products. Based in Paris, available immediately.

WORK EXPERIENCE

• Lead Product & UX Designer — Business Registration & Compliance Platform (NDA)

↳ Pakistan Digital Authority | 2025 – 2026

- Directed end-to-end product design for a national-scale platform unifying business registration, compliance, and government API integrations across Pakistan
- Defined the 5-phase business lifecycle model and designed core product surfaces: business cockpit, compliance engine, service blueprints, and onboarding flows
- Produced full PRD, user journey maps, service blueprints, and wireframes across 7 persona types and 36+ processes
- Collaborated with PDA leadership, development teams, and regulatory stakeholders to align UX with technical constraints and national policy objectives

• User Experience Designer — End-of-Studies Internship

↳ Valtech, Paris | 07.2025 – 12.2025

- Contributed to CX strategy and competitive benchmarking for Royal Canin's B2B portal redesign, analysing best-in-class practices across pet care, industrial, and pharmaceutical sectors
- Supported the CX assessment phase: review of existing personas, customer journey mapping, and preparation of stakeholder interview guides
- Designed and analysed a developer experience survey for L'Oréal (69 responses): structured the dataset, computed satisfaction scores by professional profile, and integrated findings into client presentations
- Contributed to experience deliverables across multiple client projects including Sephora and Diétérinaire: personas, customer journeys, and workshop preparation

• Senior Experience Designer — Government Innovation Incubator Portal

↳ Upsource x Ministry of Culture, Saudi Arabia | 06.2025

- Designed the end-to-end experience for a greenfield incubation management platform serving 7 distinct personas across the full incubation lifecycle
- Repositioned the service catalogue as a marketplace model, addressing scope ambiguity and reducing resubmission rates by 20%
- Designed a no-code workflow builder enabling platform operators to configure approval flows without developer dependency
- Defined user stories across 5 core modules covering 36 processes; delivered prototypes for entity dashboard, service catalogue, workflow builder, and command-and-control dashboard

• Lead Product & UX Designer — Municipality Digital Twin

↳ Dhofar Municipality (Oman) x NARSUN | 04.2024 – 07.2024

- Directed UX for a municipality-scale digital twin and metaverse platform, defining the end-to-end experience architecture across authentication, service access, and exploration journeys
- Collaborated with PMs, engineering, and branding stakeholders to align design decisions with technical and cultural constraints
- Managed scope and prioritisation under a fixed 4-week timeline, delivering a demo-ready prototype for the Comex exhibition

• Senior Experience Designer — B2B Business Trust Platform

↳ Digital Government Authority (DGA), Saudi Arabia | 2023 (8-week sprint)

- Designed end-to-end UX for Rawabet, a blockchain-backed certification and B2B networking platform for Saudi Arabia's business ecosystem
- Reframed the product concept from document storage to a trust infrastructure layer, structuring three interconnected pillars: Locker, Connections, and Reach 2030
- Translated blockchain verification logic into accessible UX flows communicating security without exposing technical complexity
- Delivered interactive prototype, 3-year product roadmap, and business case for DGA executive stakeholders

EDUCATION

• MSc [Master of Science]

in PRODUCT MANAGEMENT & UX DESIGN

(Dual Degree)

SKEMA Paris × Politecnico di Milano | 2024 – 2025

• BFA [Bachelor of Fine Arts]

in GRAPHIC DESIGN

(Minor in Art History)

American University of Beirut | 2013 – 2018

TECHNICAL SKILLS

Figma FigJam Power BI Tableau

Adobe Creative Cloud Contentsquare

WebFlow Microsoft Office

HARD SKILLS

Product & UX Strategy Service Design

Design Research User Research

Information Architecture Rapid Prototyping

Design Systems Interaction Design

Usability Testing Visual Design

Project Management Business Acumen

SOFT SKILLS

Problem-Solving Critical Thinking

Fast Learner Effective Communication

Collaboration Stakeholder Management

Presentation

LANGUAGES

• Arabic

↳ Mother tongue

• English

↳ Fluent

• French

↳ Beginner (A2)

WORK EXPERIENCE (CONT.)

• Lead UX/UI Designer — Saudi National Portal

↳ EY Saudi Arabia | 04.2023 – 08.2023

- Directed UX strategy for a national-scale government platform, acting as primary design partner to PMs and client stakeholders
- Conducted research and discovery (26+ stakeholder interviews, analytics review, global benchmarking), translating insights into product-level recommendations
- Redesigned the information architecture and content strategy to support scalability, WCAG accessibility, and long-term governance
- Established UX principles and experience standards applied across high-fidelity prototyping, personalisation, smart search, and mobile-first design

• Lead Experience Design Consultant — Employee Experience Redesign

↳ EY Saudi Arabia | 12.2022 – 03.2023

- Led experience strategy for a large-scale employee experience transformation, engaging HR, IT, and leadership stakeholders
- Conducted qualitative research and insight synthesis (20+ interviews, 30+ internal documents, global benchmarks) to identify systemic pain points
- Facilitated co-creation workshops to align stakeholders around a shared vision and future-state employee journeys
- Structured and prioritised 15+ initiatives using desirability, feasibility, and strategic alignment criteria, delivering an actionable transformation roadmap

• Junior Graphic Designer — Early Career

↳ bananamoney. | 12.2018 – 04.2021

- Contributed to brand identities, digital campaigns, and web experiences across a range of client projects
- Built foundational expertise in visual design, layout systems, and creative execution across digital platforms