



KARLA AL HASSAN

LEAD PRODUCT DESIGNER

PROFESSIONAL SUMMARY

As a seasoned Lead Product Designer with a passion for crafting meaningful and intuitive digital experiences, I bring a unique blend of strategic thinking, design expertise, and user-centered empathy to every project I undertake.

With over 15 years of dedicated experience in the field, I have honed my skills in translating complex ideas into elegant, user-friendly designs that seamlessly bridge the gap between user needs and business goals. My journey so far has equipped me with a deep understanding of human behaviour and interaction, enabling me to create solutions that not only captivate users, but also deliver tangible results for the organisations I collaborate with.

If you are seeking an experienced Design & UX Lead who can combine creativity, analytical thinking, and a genuine passion for enhancing user experiences, I am excited to bring my skills to your team and contribute to creating products that resonate on both functional and emotional levels.

PERSONAL INFO

☎ +44 7476 100397
✉ karla.alhassan@gmail.com
🏠 Guildford, Surrey
🌐 karla-al-hassan
🌐 breatheux.com

SKILLS

// TECHNICAL

UI Design
Interaction Design
Prototyping
User-Centred Design
Information Architecture
Design Systems
Responsive & Mobile Designs
Collaboration Tools
Data-driven Design
Usability & Accessibility
A/B Testing

// PROFESSIONAL

Leadership
Creative & Strategic Thinking
Communication
Problem-Solving
Empathy & User-Centred Mindset
Adaptability
Negotiation Skills
Client/Stakeholder Management
Cross-Functional Collaboration
Presentation Skills
Project Management
Decision Making
Eager to Stay Current

WORK EXPERIENCE

LEAD PRODUCT DESIGNER

THE ECONOMIST GROUP | January, 2023 - Present

I am responsible for leading the design of end-to-end user experiences, from discovery and user flows through to testing and implementation, working closely with Product Managers & Engineers.

- I am the expert on our users and how we generate user insights; using this insight to improve our product experiences and shape our product innovation.
- I bring ideas to life iteratively through user flows, sketching, prototyping and designing, involving the user throughout.
- I manage the feasibility of design with Engineers, working with them to ship experiences that are both user-centered and pragmatic.
- I collaborate closely with Product Managers and other stakeholders in realising the product vision & planning the development roadmap.
- I continually identify ways to improve our design processes, design thinking and agile working; inspiring, mentoring and raising the standard for the Product Design team.

SENIOR UX & OPTIMISATION SPECIALIST

CANON EMEA | 2016 - 2023

As the Senior UX Professional, I was responsible for the delivery of improved user experiences across Canon EMEA's web estate and the governance of user experience across all digital channels. The role involves the management and delivery of key UX improvement projects, while also empowering our Online Professional community to adopt a user-centered approach.

Responsibilities and Tasks

- Lead, manage and execute the delivery of key UX projects to support the strategic development and continuous improvement of Canon EMEA's web estate.
- Liaise with business stakeholders and facilitate workshops to identify user/business challenges and requirements.
- Work closely with Web Development Specialists to translate designs into live experiences.
- Manage the development of wireframes and designs for pages or applications.

EDUCATION

Bachelor's Degree, Psychology
'Alexandru Ioan Cuza' University,
Iasi, Romania
2005 - 2008

LANGUAGES

ENGLISH | Fluent

ROMANIAN | Native

SPANISH | Intermediate

KARLA AL HASSAN

LEAD PRODUCT DESIGNER

WORK EXPERIENCE (CONTINUED)

- Present UX and design work back to business stakeholders and manage through from approval to execution.
- Responsible for the governance of ensuring a consistent/coherent user experience across our digital channels, including Marketing, Support, E-commerce and Social Media.
- Ensuring the appropriate application of brand guidelines and digital design principles to all digital properties.
- Working with Market Intelligence team to plan and conduct user research.
- Leading workshops and stakeholder interviews to gather business requirements for our User Experience across our online channels.
- Managing the creation of personas, user journeys, wireframes, sitemaps and content audits.
- Leading the user research related activities.
- Utilising data from Google Analytics/Webtrends/Contentsquare to inform design decisions.
- Manage digital agencies to support the delivery of digital projects & activities, and ensure UX and design-related deliverables meet our quality standards and adhere to our brand guidelines.
- Educate and empower our digital community, digital and creative agencies to create consistently engaging experiences for our users through the sharing and promotion of Canon EMEA's Design Guidelines & Experience Principles.
- Manage the evolution of our design, usability & accessibility guidelines and experience principles for web, mobile & other digital platforms, so that they reflect our Brand Vision & Digital Strategy.
- Communicate best practice to digital community and hold regular web conferences for information-sharing & training.

UX DESIGNER

FREELANCE | 2013 - 2016

I have created and developed the UX strategy for several products, working from conceptualisation through to completion. I have collaborated with clients and colleagues to design the overall experience for both desktop and mobile experiences.

RESOURCE MANAGER

CARE MANAGEMENT GROUP | 2015- 2016

I was responsible for managing 3 community-based development centers for people with learning disabilities. Having had overall responsibility for the setup of these, I had to ensure that the services provided were responsive to the users' needs. I have supported the staff teams to deliver a quality service, ensuring that awareness of need is continually reviewed and developed.

I was continuously implementing, reviewing and updating person-centered support packages and risk assessments which were aimed at improving the experience of our clients. Ensuring that the premises were well-maintained and provided a safe and stimulating environment for users was also a very important part of what I did.

SERVICE MANAGER

AVENUES GROUP | 2014- 2015

As the Service Manager, I had to develop and lead the support service in accordance with person-centered approaches and to actively encourage community links and relationships.