



# Edwin Baladi

## Product & UX Designer

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New York City

Product and user experience designer with 9+ years of experience in New York, Dubai, and Beirut. I combine my empathy for people, love for technology, and eye for design to create intuitive interactive experiences. I also enjoy drawing, painting, and playing percussions.

### Experience

- Nov '17 - Present **Product & UX Lead Consultant** at [Warner Music Group](#), [JP Morgan Chase](#), New York.
- [WMG](#) (July - Present): Lead UX for a new artist-to-market platform poised to reshape the emerging musician space.
  - Lead for an internal revenue reporting tool designed to streamline their financial ecosystem. Contract extended twice.
  - [Chase](#) (7 mo.): Lead designer for a corporate credit card management web app. Aligned with product and research from the vision, taking the product through the various stages of UX, finally delivering a twice validated prototype.
- Nov '14 - Sep '17 **Principal Product & UX Designer** at [Lifion by ADP](#), New York.
- Pivotal role in designing the VDL, modular components, patterns, and navigational paradigms utilized by multi-disciplinary teams in designing their respective applications.
    - Aligned product needs vs development complexities and dependencies, Prioritized, Versioned, Delivered.
    - Designed the components and patterns included: Competitive research, User flows, Wireframes, Design, Prototypes, Redlines. Work includes: VDL, Tables, Help & Training Mode, Filters, Search, and more.
  - Foundational experiences included: On-boarding, Org management and chart, Client lifecycle, and Authorizations.
  - Earned a promotion from Senior UX/UI Designer II to Principal UX/UI Designer III on September 2016.
- Dec '11 - Aug '14 **Director of Product, UX & UI Design, Co-Founder** at [FreshGrad](#), New York.
- Designed and cultivated the product and brand, which included multiple fresh graduate B2C and employer B2B HR talent web responsive tools and platforms. Responsible for: Market research, User tests, User journeys, Wireframes, Prototypes, and Designs while working within a cross-functional agile team.
  - Sold and implemented pilots at multinationals: Kaplan, Sleepy's, and Nexus.
  - TechStars Finalist (top 40 out of 1700 applications). Raised \$1.2 million in seed funding.
- Sep '09 - Present **Creative Direction, Product, UX, UI, and Visual Design** [Freelance](#) in New York, Dubai, and Beirut.
- Brands: JP Morgan Chase, SeeMyDoc, Zkipster, WishWould, Satya Hinduja Artist & DJ, Bassam Tarazi motivational speaker, PORT: New York, TLNT View, Ready.Set.Finish, Analytics, Beirut, The BIM Project, La Petite Academie.
- Jan '11 - Dec '11 **Graphic Designer** at [Ogilvy & Mather](#), Dubai.
- Worked mostly in Visual, Advertising, Branding, and Web Design with new, and existing regional and international accounts: Coca Cola, Volkswagen, Barclays, Fanta, Sprite, President Cheese, Bridel, Lactalis, Commercial Bank of Qatar, Olive Garden, Cappy (Minute Maid), Merge104.8, Dolphin Energy, London Dairy, Ogilvy Noor, Brooke Bond Tea.
- 2010 **Jr Art Director & Graphic Design Intern** at [McCann Erickson](#), Riyadh - KSA. Accounts: Kudu, Go Telecom, Pit Stop
- 2009 **Graphic Design Intern** at [Leo Burnett](#), Beirut - Lebanon. Accounts: Ksara (Award), Johnny Walker, Alfa, Taanayel.

### Education & Skills

- 2014 **User Experience Design Certification** at [General Assembly](#), New York.
- 2010 **Bachelor of Fine Arts, Graphic Design** at [Radford University](#), Virginia. 3.75/4.0 Senior Juried Show.
- 2008 **Animation Design Summer** at [Parsons](#), The New School, New York.
- 2010 **Semester At Sea** by [University of Virginia](#), Virginia. Circumnavigated the world on an educational voyage with 600 students.
- Product & UX design:** Problem solving, User and market research, Information Architecture, Site mapping, User flows, Wireframing, Prototyping, Interaction, Visual, and Interface Design for responsive web and native mobile.
- Branding:** Logo and identity design, Icon design, Publication design, Infographics, Presentation design.
- Advertising:** Creative direction and design.
- Software:** Sketch, Photoshop, Illustrator, InDesign, Balsamiq, Invisionapp.
- 3.5 Languages:** Fluent in English, French, and Arabic. Learning Spanish.

### Awards & Community

- 2014 - Present **Co-founder & Board** for Annual *St. Jude Hope and Heritage Gala*, NYC. Raised \$900,000 for pediatric cancer research.
- Youth Ambassador, Volunteer** with *SEAL*, NYC. Social and Economic Action for Lebanon.
- 2013 **Co-founder** PORT: New York. *Semester At Sea* alumni group in NYC focused on networking and scholarship fundraising.
- 2012 **Alexandra Taylor's Masterclass in Art Direction** Dubai. 2nd prize at a *D&AD* workshop.
- 2011 **ADDY Award by American Ad Foundation** Virginia. Silver in Packaging Design for *Ksarak - Bottle design*.
- 2010 **Best Short Animation Award** Virginia. Gold at the RU Film Festival for *Pacman - Wait and See*.
- 2009 **Vector Illustration Silver** Virginia. Annual RU Graphic Design Guild Art Show for *Blue Fish*.