

Laila Goubran

lgoubran@gmail.com

lgoub.com

Brunnenstrasse 58
Böblingen, Germany
+49 162 374 9106

Design Skills

HCI research
UX Strategy
Usability Testing
IA strategy
Systems Thinking
Prototyping
Design Systems
AI Design

Tools

Figma
Adobe Creative Suite
Sketch
Invision
Principle
After Effects
Working knowledge in
HTML & CSS

Languages

English
German
Arabic
French

A versatile user experience designer with over 7 years design experience in enterprise and consulting. I love designing innovative & sustainable solutions that bring clarity and simplicity to complex user problems and creating engaging experiences in all forms.

Experience

IBM | UX Design Lead

November 2022- present | Stuttgart, Germany

Part of the DataOps design team as part of IBM Data & AI, I work closely with engineers and architects to deliver features that can help organisations manage their data and monitor its quality. In my role I lead the entire UX lifecycle from research to high-fidelity design for the teams' projects, and collaborate with product managers to shape the strategy and roadmap.

January 2019 - October 2022 | Ottawa, Canada

As user experience designer and later design lead on IBM Business Analytics, I was collaborating with developers and products managers to create AI infused experiences that can help business understand trends and make confidently make decisions to meet their objectives. Part of the IBM Data & Part of the IBM Data and AI and IBM software group.

Lixar IT | Senior UX Designer

January 2017- December 2018 | Ottawa, Canada

As a UX designer at Lixar I've worked on several mobile and web applications in different industries including aviation, entertainment, government and food and beverages. As part of my role I was responsible for leading discovery user research, defining the requirements and delivering prototypes and visual designs and collaborating with the development team through the implementation.

Kinaxis Inc. | Interaction Designer

September 2015 - December 2016 | Ottawa, Canada

Worked, as part of the design team, on user flows as well as visual designs for product features. Working closely with front-end developers for finalizing and auditing the implemented designs. In my team I was also responsible for developing and maintaining the products style guide and ensuring the consistency in the interfaces' look and user interaction patterns.

Project Highlights

Smart data preparation

IBM Business analytics | Ottawa | 2021

Led a project that aims to provide business analysts with an ai-powered experience for preparing data for their analysis, in a way that guides non-expert to be empowered for self-serve data analytics. As the design lead of the project I was responsible for planning and facilitating the discovery & envisioning workshops in the early stages and working closely with user research to validate concepts and designs.

Delay Assistant Application

Lixar IT & Allegiant Airlines | Ottawa & Las Vegas | 2018

Designed an ios application that guides flight attendants through a flight delay procedure and helps them in documenting all requirement information. Throughout the process I led workshops to map the procedure requirements and engage the inflight team and a select group of flight attendants.

Wildfire Response Dashboard - [Link to presentation](#)

Carleton University & Ontario Ministry of Natural Resources & Forestry | Ontario | 2014-2015

Working closely with response operators from 3 offices across Ontario, I developed roles responsibilities and response operations maps, that guided the design of the dashboard.

Publications

Goubran, L., Parush, A., & Whitehead, A. (2016, July). Modelling Information Flow and Situational Awareness in Wild Fire Response Operations. In International Conference on Human Interface and the Management of Information (pp. 11-19). Springer International Publishing. The paper was presented at the HCI International 2016 - Human Interface and the Management of Information

Education

Master of Arts in Human Computer Interaction 2015

Carleton University in Ottawa - Canada
School of Information Technology

Bachelor of Applied Sciences and Arts 2012

Faculty of Applied Arts and Design
German University in Cairo (GUC) - Egypt
Hochschule für Technik und Wirtschaft (HTW) - Berlin, Germany