



## Laila Goubran

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### Design Skills

HCI research  
Journey Mapping  
Usability Testing  
Storyboarding  
Prototyping  
Visual Design  
Design Systems  
Branding

### Tools

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

### Transferable Skills

Photography  
3D drawing

### Languages

English  
German  
Arabic  
French  
Spanish

Experienced user experience designer with a passion for branding. I enjoy finding innovative design solutions to challenging user problems and creating engaging user experiences.

### Experience

#### IBM | UX Designer

January 2019 - present | Ottawa, Canada

Part of the IBM Cloud, Data & AI, responsible for UX design in Cognos Analytics. Collaborating with developers and offering managers to create smart user experiences for data modelling, analysis and visualization.

#### 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 as well as government project.

I am the design lead in two of the airline applications for crew members. As part of my roles I am responsible for conducting the discovery user research, defining the requirements and delivering wireframes and visual mocks.

#### Kinaxis Inc. | Visual Interaction Designer

September 2015 - December 2016 | Ottawa, Canada

Worked, as part of the design team, on user flows as well as visual design mockups 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

#### 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 continuously engage the inflight team and a select group of flight attendants as well as understand the procedure requirements and user needs.

#### Wildfire Response Dashboard | [Project 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.

#### Alwan & Awtar | Egyptian NGO

Arab Digital Expression Foundation | Cairo, Egypt | 2013

Through running interviews with the volunteers and the NGOs community, we co-developed core values for the website's look and feel and created a design that captures the NGOs essence.

### 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