

Sharif Labban

Senior UX Designer

linkedin.com/in/shariflabban

shariflabban@gmail.com

www.shariflabban.com

Princeton, New Jersey



Senior UX Design Contractor - NYC, USA

Nov 2020 — Present

Founded in 2016, AmalgamRX is the world's leading SaMD platform company developing digital medicines and patient support programs.

- Currently localizing digital health products for a global roll-out, designed to help people living with Type 2 Diabetes manage insulin titration



Experience Designer - Melbourne, AUS

Oct 2019 — May 2020

isobar is one of the world's leading digital creative agencies, serving thousands of clients in 45 markets globally, helping to innovate how their brands are built.

- Led design on a lean, cross-collaborative team which changed Jetstar's customer experience daily during the COVID-19 disruption
- Managed the design of more than 120 server-side and client-side tests
- Ran Design Thinking workshops with client and agency stakeholders



UX Designer - Melbourne, AUS

Apr 2017 — Aug 2019

Sportsbet is Australia's premier brand in internet betting and entertainment, facilitating wagers for millions of customers throughout Australia & New Zealand.

- Led UX research and design on all personalization projects and features
- Served as Designer, BA and Product Owner to bring Favorites to market
- XD Team's Design Thinking workshop facilitator, up to 250 participants



UX Design Contractor - Melbourne, AUS

Oct — Dec 2016

Launched in 2015, Bourne Digital has become one of the leading agencies in Melbourne, now helping innovate solutions for some of Australia's biggest brands.

- Designed a POS system for the largest agribusiness provider in Australia
- Planned and facilitated a 2-day Design Thinking Workshop
- Presented designs to General Managers and executive stakeholders



UX Designer - Melbourne, AUS

Jun — Oct 2016

Since 2005, Impos has grown to become the leading POS provider to the Australian hospitality industry, used by thousands of venues across the country.

- Led research for a cloud-based, tablet POS system
- Developed UX research practices and liaised with beta customers
- Planned and ran week-long usability lab



NN/g UX Certification - Virtual Conference

Nov 2020

- Passed 5 exams on UX topics regarding Design Thinking, effective ideation, psychology and design, omnichannel journeys & facilitating UX workshops



User Experience Design Immersive - Melbourne, AUS

Feb — Apr 2016

- Provided pro bono design consultation for the Purple Day Campaign, run by the Epilepsy Foundation



BA in Psychology & Music Composition - Durham, NC, USA

2010 — 2014