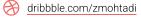


Zeinab Mohtadi

Associate Creative Director, UX.UI lead









Key Skills

Design Expertise:

- · Human-Centered Design
- UX/UI Design (Web, Mobile, Responsive)
- Design Systems & Component Libraries
- Accessibility & Inclusive Design (WCAG, ADA)
- · UX Research & Usability Testing
- Tools: Figma, Sketch, Adobe Suite

Leadership & Collaboration:

- Servant Leadership & Team Mentorship
- Scaling Design Operations
- · Cross-Functional Collaboration
- Stakeholder Alignment & Executive Communication
- · Strategic Vision & Roadmapping
- Workshop Facilitation
- · Agile/Scrum Frameworks

Innovation & Impact:

- Behavioral Insights & Journey Mapping
- Data-Driven Design Decisions (A/B Testing, Analytics)
- Al-Driven Design (Generative Al Integration)
- Systems Thinking & Process Optimization

Accomplishments

- Member of The Compass
 Experience for Managers, a
 year-long Deloitte program
 focused on leadership
 development, executive
 coaching, and career growth.
- Certified Scrum Master, with expertise in Agile methodologies and cross-functional collaboration.

Education

The George Washington University Washington, DC

Bachelor of Arts in Visual Communications

→ Professional Summary

Thoughtful and collaborative product design leader with 20 years of experience crafting user-centered, accessible digital experiences that empower individuals and foster personal growth. Passionate about creating intuitive, research-driven designs that enhance engagement and drive meaningful impact. Adept at leading cross-functional teams, scaling design systems, and integrating behavioral insights, gamification, and AI-driven innovation to optimize user experiences. Committed to designing with empathy, curiosity, and purpose to support both user well-being and business success.

◆ Work Experience

+

Associate Creative Director UX-UI Lead ‡ Deloitte Digital, Austin, TX

Clients: Home Front Solutions, CalHEERS, Army Ignited

- Research: Conducted and contributed to user research and usability testing for CalHEERS, leveraging insights to increase user satisfaction by 20%.
- Strategy and Visioning: Developed design visions for Home Front and CalHEERS, aligning stakeholders and guiding teams from concept to launch.
- **Data-Driven Decision-Making**: Used A/B testing and analytics to validate design decisions and optimize user engagement.
- UX and UI Design: Designed intuitive, user-centered interfaces for web and mobile platforms, ensuring seamless experiences.
- Component Library: Built and maintained a scalable design system in Figma, improving collaboration and brand consistency.
- **Design Operations:** Established agile workflows and ADA compliance strategies, incorporating accessibility into requirement gathering, user stories, design solutions, impact assessments, and testing.
- Leadership: Mentored designers, advocated for team well-being, and fostered a culture of creativity and innovation.



June 2018 - June 2019

June 2019 - Present

Art Director Deloitte Digital, Arlington, VA

Clients: Chipotle, WI Access, TenCare, US Copyright

- **Strategy and Visioning:** Contributed to creative strategies for Chipotle.com and Army IgnitED, aligning design initiatives with business goals and user expectations.
- **Data-Driven Decision-Making:** Supported data-informed design decisions by analyzing user feedback and analytics, contributing to a 15% increase in customer engagement for Chipotle.com.
- **UX and UI Design:** Led the redesign of Chipotle.com, aligning web and mobile experiences with award-winning app standards to ensure cohesive branding and improved usability.
- Component Library: Created scalable design systems and component libraries for clients like Army IgnitED, streamlining workflows and ensuring brand consistency.
- Leadership: Mentored designers and facilitated workshops to foster creativity, collaboration, and innovation across teams.



Senior UI Designer ‡ Deloitte Digital, Arlington, VA

Clients: Military OneSource, Navient Labs, NSA

- User Research: Identified pain points and opportunities for Military OneSource, serving over 10 million users.
- Ideation: Led brainstorming sessions to condense 20,000+ pages into 2,000 actionable pages.
- UX/UI & Visual Design: UX/UI & Visual Design: Designed wireframes, prototypes, and high-fidelity interfaces for Military
 OneSource and Navient Labs, while developing cohesive branding and visual identities.
- Teaming: Collaborated with cross-functional teams to iterate and deliver user-centered solutions.
- Impact: Delivered designs that streamlined navigation and improved user satisfaction for Military OneSource.

Additional Past Experiences ‡

- [2013-2015] Senior Graphic Designer: Spire Communications, Alexandria, VA
- [2007-2013] Senior Graphic Designer, 2007-2013: Qorvis, Washington, DC
- [2006-2007] Junior Graphic Designer, National Media, Alexandria, VA

- • Oct 2015 - June 2018