

JULIAN SMIDA
French & Lebanese
49 Fisherton Street
NW8 8NP, London
+44 7 378129129
Julian.smida@gmail.com
<https://juliansmida.com>

SENIOR PRODUCT DESIGNER @Meta

“Over the years I have grown to embrace a more society-centric approach to design, advocating for solutions that serve business objectives without compromising ethics and inclusivity.”

SUMMARY

- Co-founder of 2 startups in the B2C mobile app sector
- Conference Speaker on UX and Design Ethics (Meta, Adobe, Festival of UX Design, Lean UX)
- Worked with global companies like Meta, Camelot, EE, Deloitte and Barclays
- Fully designed the new “Play” journeys of the National Lottery games: Lotto, EuroMillions, etc.
- Worked with 11 startups ranging from IOT, Fintech, Chatbots, Dating and EdTech
- BSc. Computer Science with Management | King’s College London
- Speaks 5 languages: French, English, Spanish, Arabic and Mandarin Chinese

WORK EXPERIENCE

Senior Product Designer | JUNE 2020 – PRESENT
Meta

London, UK

Areas of the product I worked on:

- System monitoring tools, working closely with engineers to design internal solutions that help ensure the health of the systems making sure all customer-facing services run smoothly globally
- Building new custom data series visualisations, dependencies drill down UIs, dashboards, events and annotation timelines, etc.
- Working in a complex engineering-heavy problem space
- Road mapping for each half and product strategy

Lead User Experience Designer | MAY 2019 – JUNE 2020
Camelot (The National Lottery)

London, UK

Areas of the product I worked on:

- Brand transformation (I designed the new Play journeys for Lotto, EuroMillions, Set For Life, etc.)
- Player protection (Spend limit, Budget Calculator, Self-Assessment tool)
- Payment & Native Payment (WorldPay upgrade, Apple Pay & Google Pay integrations)
- Account Verification (Email verification system with a mix of soft and hard stop measures)
- Cookies (Implementation of a new cookie consent system)
- Optimisations (Sign in, Registration, Add funds/cards)

Line Management: 1 Senior UX designer, 1 Junior UX designer, 1 Junior UI designer

- Capacity and performance management, mentoring the junior designers

User Experience (UX)

- Usability testing of various prototypes created with Sketch and Invision
- Over 50 user tests using UserTesting.com (Desktop / Mobile / App / Invision Prototypes)
- Workshops organisation with stakeholders
- WorldPay user journey (Add card/Add funds)
- Complete revamp of the My Account section in the Mobile App
- Budget calculator & Self-Assessment Tool as part of Player Protection (now live)
- Optimisation of the registration journey
- Created flows for over 40 user journeys embracing the happy path and all edge case journeys

User Interface (UI)

- Creation of a large, shared Sketch library of components containing all the symbols (~400) for the app and the website and embracing the current brand guidelines.
- Designed the new Play journeys for all the games (Play, Ticket Confirmation, Checkout)
- Designed parts of the Instant Win Games pages

Senior Product Designer | Apr 2019 (3 weeks)

London, UK

Deloitte

- Highly confidential short mission involving Information Architecture and Data Visualization.

Lead UX Design Manager | Feb 2018 – Mar 2019

London, UK

EE (Orange)

User Experience (UX)

- User flow & Wireframing using Balsamiq:
- A full Android IOT app with 4 different paths/approaches
Complementary app from the service provider's – SDK – Standalone app – RCS Chatbot
- Insurance Subscription and Device Renting add-on modules
- The full Mobile Connect SDK (a universal login solution using SIM cards as the unique identifier)
Registration – Login – Quick access/Biometrics set-up – Recovery fall-back options & account reset
- Creation of multiple chatbot flows for Messenger and RCS

Prototyping

- Production of clickable mockups in InVision, Marvel, Principle & Balsamiq at the wireframe level
- Creation of several RCS chatbot prototypes using the BotSociety platform

Visual Design (UI)

- Built the official "Conversational UI" Sketch library now used in the official brand guidelines for building chatbots
- Creation of more than 500 Sketch symbols for both Western and Arabic usage
- Visual designs in Sketch (Mobile/Desktop):
- The official app proposition sent to the GSMA for the RCS Chatbot Finder/Store
- The iOS and Android versions of the path validated for the IOT app
- The new Desktop registration process for Mobile Connect based on given research's findings

Stakeholder Management

- Partnership with Oracle for the development of an RCS chatbot
- Supervision of the project's progression until final completion
- Managing stakeholder's and product owner's expectations

Lead UX & Design Manager | 2016 – JAN 2018
WANGO® – Smart assisted dating app (iOS/Android)

Paris, France

- **12X** Higher **success rate** than the industry
- **18.5%** Higher **ARPU** (Average Revenue Per User) than the industry
- **7.5%** Higher **retention rates** (D1, D7, D30 & D90) than the industry

Management

- 5 people: Senior iOS developer, Senior Android developer, Senior backend developer, CMO, CLO

User Experience (UX)

- User research on 28,000 competitor app users using an in-house built bot
- A/B Testing scripted scenarios to start building a disruptive user journey
Advantages of this testing method included cost efficiency and direct user feedback
- App review analysis using App Annie to establish a hierarchy table of pain points
- User surveys conducted on self-built large Facebook communities (20,000+ fans)

- Prototyping process – “Paper => Hi-Fi Digital => Code” methodology
- User flow, concept sketches, high fidelity wireframing
Since the user journey had been already validated, the above methodology enables to quickly move from UX to UI design as the high-fidelity wireframes are very close to the final UI renderings

- Data analysis and user flow improvements
- Challenge: Improve the conversion rate from a match to a date
Drop rates analysis across the match-to-date user journey
Session length analysis for the pre-established user cohorts
Benchmarking with the data collected from the bot experiments
Implementation of changes
- Achievement: 12 times higher success rate than the industry

Visual Design (UI)

- Full interaction design user interface process
- Brand guidelines documentation
- High fidelity interaction designs for both native iOS and Android app
- Interactive Prototyping using Marvel

Design Associate | 2016
BARCLAYS Accelerator powered by Techstars

Cape Town, South Africa

As a design associate I have had the chance to work with several startups conducting proof of concepts with Barclays, mainly in fintech but covering a wide range of industries. Below are some of the companies I worked with:

ASORIBA - Church management solution for Africa

Challenge #1: Improve the app's flow to increase profitability

- Drop off rates analysis throughout the payment user journey to identify pain points
- Changing the whole flow and integrating ABSA's API and brand guidelines in the payment process
- A/B testing a change in wording to further encourage sales
- Changing the visuals to increase incentive

Challenge #2: Increase interactions on posts in news feed

- Identify reasons for low engagement
- Suggest a more simplified reactions system
- Suggest the use of "Views" to increase attention and recognition for posts

Challenge #3: Improve on boarding system

- Problem: The previous on boarding system was too complicated and involved redundant steps
- Solution: Simplifying the flow, merging some of the screens

REABLE WALLET - Financial inclusion for people with cognitive challenges

Challenge: Conduct user testing with an audience with special needs

- On-site user research at Brownies & Downies, a coffee shop that employs people with intellectual disabilities to see how they deal with payments
- On-site event in the Rise offices with Barclays employees' relatives that had the said disabilities

MENTORSHIP PROGRAMS

European Investment Bank | 2017

Paris, France

Intensive workshops on product market fit & opportunities in the MENA

French Tech Hub | 2017

Silicon Valley, USA

Intensive workshops on marketing, sales, design and fundraising

Speed@BDD | 2016

Beirut, Lebanon

Full acceleration program with mentorships in marketing, Design, law, fundraising

Techstars | 2016

Cape Town, South Africa

Full acceleration program with mentorships in marketing, design, law, fundraising with a focus on AI, blockchain & fintech

EDUCATION

BSc. Computer Science with Management | 2015

London, United Kingdom

KING'S COLLEGE LONDON

MSc. Material Science & Engineering 1st Year | 2012

London, United Kingdom

IMPERIAL COLLEGE LONDON

Yale Summer School Program | 2011

Connecticut, USA

YALE UNIVERSITY

French Scientific Baccalaureate with Honours | 2011

Libreville, Gabon

FRENCH LYCEE BLAISE PASCAL

SKILLS

Wireframing: Balsamiq Mockups – Sketch – Figma

Prototyping: Invision – Marvel – Principle

Visual Design: Sketch – Figma – Adobe CC (Photoshop, Illustrator)

Collaboration tools: Zeplin – Invision – Slack – Trello - Jira

User testing: UserTesting.com – CX Labs