

Focused on design systems, accessibility, research, and complex workflows.
Experienced in owning UX/UI projects end-to-end and translating user insights, business goals, and technical constraints into intuitive, accessible, and scalable product experiences.

CONTACT

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LANGUAGES

Spanish · C2

French · C2

Arabic · C2

English · C1

Italian · A2

Zainab Abadi

UX/UI and Product Designer

EXPERIENCE

UX/UI

JAN 2023 - OCT 2025 / OUPE

- As the sole UX/UI Designer, I worked across four educational products, from research to testing, documentation and delivery.
- Explored educational needs through interviews, usability testing, behavioural data and research into learning contexts and child development.
- Reorganised thousands of educational resources to improve navigation, search and responsive user flows.
- Built reusable components and design guidelines, integrating WCAG 2.1 through accessibility audits and screen-reader testing.
- Created UX documentation, improved handoffs and shared research and design practices across teams, including work on AI-assisted experiences.
- Collaborated with Product, Engineering, Editorial, Legal, Commercial and Oxford UK, and contributed to the Diversity & Inclusion team.
- Designed user flows, wireframes and high-fidelity prototypes for desktop, tablet and mobile, from early concepts through developer handoff.
- UX advocacy: Promoted UX culture through presentations, knowledge sharing and practical resources, helping teams understand and adopt user-centred design practices.

UX

JUL 2022 - OCT 2022 / PLYTIX

- Joined as the first UX Designer, introducing shared UX workflows in a B2B SaaS product.
- Worked with user stories in Shortcut, turning product requirements into interaction flows.
- Reviewed existing interfaces and user behaviour to identify friction in complex workflows.
- Proposed UX and interaction improvements for product workflows and key tasks.
- Worked with Product and Engineering from early requirements through design.
- Updated component documentation in Zeroheight, helping teams reuse UI patterns more consistently.

COURSES

Interaction Design Foundation

- User Research: Methods & Best Practices
- Accessibility: How to Design for All
- Journey Mapping
- Emotional Design
- Design for the 21st Century with Don Norman

ADDITIONAL SKILLS & INTERESTS

- Painting & illustration
- Visual arts & creative practice
- Classical violin
- Social theatre & facilitation
- Ericksonian meditation & yoga
- Videogames, D&D & LARP

Freelance UX/UI

FEB 2021 - MAY 2022 / DESIGN PROJECTS

- Managed projects independently from client discovery and requirements through design, feedback and delivery.
- Designed responsive websites and digital experiences, collaborating with developers through implementation.
- Created branding, visual identities and communication systems for educational organisations, NGOs and independent clients.
- Produced editorial, digital and campaign assets, adapting visual communication to different audiences and contexts.
- Combined UX/UI, visual design and branding depending on each project's needs and scope.

EDUCATION

2026 - NOW **Methodology of Behavioural and Health Sciences Master's degree**
UNED · UCM · UAM

2017 - 2021 **Product Design Degree**
UDIT

2016 - 2017 **Interior Design Master**
IED

2013 - 2016 **Interior Design (DEC)**
LaSalle College

2016 - 2017 **Interior Design Master**
IED

2013 - 2016 **Interior Design (DEC)**
LaSalle College