Dina Soufi

Senior User Experience and Product Designer

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Transformational Digital Product Designer driving business impact and elevating user experience through beautiful and intuitive design solutions. Leveraging collaborative design thinking, Agile methodologies, and strategic insights to deliver high-quality, user-focused products on time and within budget. Proven record of transforming innovative ideas into engaging digital experiences and products people love.

Areas of Expertise

- Design Thinking and Rapid Prototyping.
- Persona Development and User Journey Mapping.
- User Research and Usability Testing.
- Interface and Interaction Design, Information Architecture, and Business Process Improvement.
- Figma (Component Library, Auto Layout, Global Styles and Design Tokens, Theme Management).

Career Highlights and Accomplishments

Walmart Global Tech, Dallas, TX   Sep 2021 – Jun 2024

Championed the ideation and design of innovative enterprise-grade solutions in collaboration with cross-functional teams across business, design, and engineering, driving $9M in annual savings through strategic digital transformation and a 12-second productivity gain per Walmart associate.

- Empowered 800K hourly associates with a user-friendly mobile app for effortless clocking, eliminating time tracking frustrations, ensuring company and state compliance, and modernizing workforce management.
- Worked with the data science team to design and prototype the user interface and experience for an AI powered reporting dashboard that captures, analyzes, and surfaces timely insights to executive leadership.
- Improved the Engagement Survey system, realizing Walmart's vision for a continuous associates listening ecosystem and providing real-time, actionable insights to business leaders.
- Created user flows, wireframes, mockups, and interactive prototypes using a Figma-based corporate design system and provided expert advice and guidance to colleagues applying information design best practices.
- Received multiple awards for applying design thinking and user experience best practices to uncover, tackle, and simplify complex user journeys and business processes, delivering a comprehensive and well-received user experience that surpassed expectations.

Sparkis, Inc., Austin, TX   Sep 2017 – Aug 2021

Collaborated with stakeholders, users, and developers to align business objectives with user needs, crafting personas and journey maps that guided design decisions. Addressed and resolved complex design challenges, ideated visual concepts that evolved into intuitive user interfaces and delightful experiences that are showcased through interactive prototypes that vividly captured the design vision.

Notable Projects, Assignments, and Accomplishments:

Hitachi Vantara, Dallas, TX   Mar 2021 – Aug 2021
Partnered with Hitachi Vantara's UX design team to develop an interactive prototype, transforming a legacy legal practice management platform into a modern cloud-based SaaS solution that significantly enhanced user experience and drove business transformation.

InsightPro Sports, San Antonio, TX   Aug 2019 – Mar 2020
Applied design thinking to create a mobile app connecting young soccer players with elite coaches, enabling remote skill development and mentorship. Collaborated with executives and developers to refine the product's vision and delivered intuitive UI designs and digital assets for seamless iOS and Android experiences.

Hitachi Vantara, Dallas, TX   Feb 2019 – Aug 2019
Partnered with Hitachi Vantara's UX design team to develop an interactive prototype for a content and workflow management platform, transforming the user experience and significantly boosting productivity for 8,000+ global users in Aerospace Engineering.

Pillar Construction, Alexandria, VA   Jun 2018 – Dec 2018
Collaborated with marketing and UX design teams to transform an outdated website into a responsive, mobile-friendly platform. Developed website goals, personas, and navigation design and presented a clear redesign vision and roadmap to executives, ensuring stakeholder buy-in and project success.

Hitachi Vantara, Dallas, TX   Jul 2018 – Aug 2018
Collaborated with Hitachi Vantara's UX design team to develop an interactive prototype for a Telecom Services Provider, elevating customer experience, reducing support calls, and driving subscriptions. Applied user-centered design to create design artifacts and an interactive prototype, informing iterative design optimization with actionable user insights.

Harris Hill Raceway, San Marcos, TX   Feb 2018 – Aug 2018
Designed a user-centered mobile app to boost membership and provide real-time track updates, schedules, and race results. Conducted user research and interviews to inform personas, user journeys, and intuitive wireframes. Validated the design through usability testing and SUS surveys, ensuring a seamless member experience.

Austin Community College, Austin, TX   Jun 2017 – Aug 2017
Spearheaded a collaborative effort to redefine the website's vision and roadmap, prioritizing accessibility and user experience. Conducted heuristic analysis and user surveys to inform a data-driven redesign, resulting in a cohesive information architecture, intuitive navigation, and responsive interface that enhanced usability and accessibility.

Additional Experience:

Salus IRB | Independent Review Board Coordinator, Austin, TX   Jan 2013 – Dec 2016
Led process improvements, driving revenue growth through efficient board meeting operations. Served as a trusted advisor providing procedural expertise to ensure compliance with regulations, guidelines, and policies. Facilitated high-stakes meetings, ensuring effective communication and regulatory adherence.

Precise Billing Services | Owner, San Antonio, TX   Jan 2006 – Dec 2012
Established a medical billing consultancy that delivered transformative revenue growth through process optimization and claims expertise. Boosted practice cash flow by 60% and achieved a 90% collection rate by streamlining claim processing, leveraging precise coding, and ensuring seamless clean-claim submission.

Tesoro Corporation | Legal Contract Consultant, San Antonio, TX   Jan 2009 – Dec 2010
Played a crucial role in achieving a significant milestone implementing an SAP-based contract lifecycle management system, digitizing 20,000 paper contracts into a streamlined process. Spearheaded data preparation, analyzing and organizing vast information for seamless integration, and crafted metadata for quick and easy searchable access to critical contract information.

Freddie Mac | Graphics Specialist, Project Coordinator, McLean, VA   Jan 2000 – Dec 2005
Managed the development and production of a vast array of corporate communications, including over 2,500 pages of training documents, user manuals, presentations, business plans, marketing materials, posters, flyers, surveys, and product catalogs, ensuring consistency and quality across all materials.

Education, Certifications, and Professional Development

- User Experience Design Certification, Nielsen Norman Group
- IBM Enterprise Design Thinking Practitioner, IBM
- User Experience Design and Visual Communication (GPA 4.0), Austin Community College
- Project Management Fundamentals, Project Management Institute
- Graphic Design (GPA 4.0), Northern Virginia Community College
- Office Management, Pitman Institute