

DINA KHOURI



SENIOR UX STRATEGIST | DESIGNER

US Citizen able to obtain clearance · Open to relocation

Portfolio: dinakhouri.com

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SUMMARY

I'm a UX strategist and designer who loves untangling messy, high-stakes systems and turning them into experiences people actually enjoy using. Lately that's meant a cargo-yard app that has to work offline in the middle of a shipping terminal, and an AI-powered tool trying to keep up with a real customer conversation. Over 7+ years, I've learned the best designs start long before the first screen: with heuristic audits, information architecture, and object models that give a team a shared language for what they're building. I partner closely with research, content, and engineering to get there, and I'm happiest when I can point to a number that proves it worked, like a 24-point jump in usability score, or a set of requirements developers used straight off the page. Outside the deliverables, I just really like making complicated things make sense.

CONTACT



PHONE

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Email or text preferred



EMAIL

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PORTFOLIO

dinakhouri.com

EDUCATION

The University of Texas at Austin

Full Stack Web Development Bootcamp

2018 – 2019

The University of Birzeit

Bachelor in Architectural Engineering

2009 – 2014

CERTIFICATIONS

Google

AI Essentials Specialization

November 2025

NN Group

Designing AI Experiences

2025

Microsoft

Spec-Driven Development — Microsoft Learn

Google

Google Agile Project Management

2023

NN Group

Storytelling to Present UX Work

2022

Alexander Hess

Motion UI Design Masterclass

2021

EXPERIENCE

2023 – Now

Senior UX Strategist

Think Company | Remote at Comcast

- **TallyScan:** Responsible for UX and strategy. Ran a heuristic evaluation and audit of the existing experience, gave recommendations using an effort/impact matrix, and built a phased approach based on the findings.
 - Created conceptual screens for the recommended solutions, plus future feature recommendations for later phases.
 - Worked on the site's main re-architecture, defining filters and cleaning up design decisions to make it easier for UI designers and developers to step in and pick up clear, well-studied work.
- **Inventory Optimization:** Owned UX strategy for Comcast's retail inventory-management experience, establishing Inventory as its own space and entry point and defining role-specific, phased experiences for Retail Sales Consultants and Fulfillment Technicians in partnership with Research and Content Strategy.
- **Assisted-Sales Discovery:** Partnered with business and marketing stakeholders to understand how sales and discovery conversations actually happen today, then translated real sales-call transcripts and behavioral analysis into structured user flows and journeys for a guided, non-linear assisted-sales experience.
 - Explored multiple solution directions, from linear questionnaires to hybrid guided-and-open flows, assessed each against usability, feasibility, and business goals, and landed on the conversational model the team moved forward with.
 - Defined the conversational design principles and a Good/Better/Best recommendation model to guide how the assistant surfaces options, building working knowledge of conversational UX patterns, intent mapping, and designing for ambiguous, natural-language sales conversations.
- **PEAK:** Led the UX strategy for unifying performance, commission, and coaching tools into a seamless experience on the Celestial platform; developed and executed a 5-phased rollout approach and comprehensive current/future-state journey maps that improved engagement and satisfaction for agents and supervisors.
 - Contributed to the development of AI-driven support tools, including History Analysis, an image-upload tool for instant error feedback, Natural Language Understanding (NLU), instant translation, and ticket tagging, to improve support agent response efficiency and accuracy.

2021 – 2023

Lead UX Designer

Lumen Technologies | Remote

TECHNICAL SKILLS

- Conversational & AI-Assisted UX Design
- Human-AI Interaction Design
- Prompt Design
- Responsible AI Design
- AI-Assisted Design Tools (Figma AI, ChatGPT, Claude)
- LLM Feature Prototyping & Specing
- Figma & FigJam
- Adobe XD
- Prototyping & Wireframing
- Heuristic Evaluation & Audit (Nielsen)
- Journey Mapping & Service Blueprinting
- Competitive Analysis
- Android Material Design 3
- Photoshop & Illustrator
- HTML & CSS
- Motion Design
- Google SketchUp 3D

SOFT SKILLS

- Collaboration
- Stakeholder Facilitation
- Communication
- Analysis
- Time Management

- Lead UX designer responsible for taking on complex tasks and transforming them into intuitive, accessible, easy-to-use designs across the Quantum Fiber product line.
- Led Information Architecture as an initial exploration phase across multiple product teams, and partnered with UX Research on personas, journey maps, and flow analyses to ground design decisions.
- Collaborated with cross-functional teams of designers, researchers, engineers, and product managers, from user flows and wireframes through UI mockups and prototypes.
- **Support center re-architecture:** increased the helpfulness rating by 10%, reduced chat intents by 20%, and raised the UMUX score from 56 to 80 (+24 points). Partnered with the development team to implement a new UI design system that reduced development time while still meeting business and design goals.
- Redesigned two rounds of customer communication emails, improving task scores in UX review and creating a more consistent brand image across all communications.

2019 – 2021

UX/UI Designer

Quantum Interface | Austin, TX

- Sole UI designer and process-flow architect for **QIVX**, a next-generation VR pilot training system. Owned the full design process, from user flows and wireframes through mockups, interactive prototypes, and usability testing.
- Designed 360-degree video hotspot interactions and an accessible interface for managing embedded media content, and played a pivotal role in implementing gaze-tracking UX to enable in-depth behavioral analysis of students during lessons.
- Improved the exam pass rate from 65% to 98% after students began training on QIVX.

2014 – 2017

Architectural Engineer

IDC Architecture | Bethlehem

- Proficient in CAD, building systems integration, and project coordination for effective architectural project delivery.
- Led space planning, material selection, color coordination, and furniture selection to optimize interior aesthetics and functionality.
- Maintained strong client collaboration and project documentation, translating vision into personalized, well-documented design solutions.