



# Sharif Elshinnawi

## Experience Design Lead

Washington D.C.

My philosophy is that design should aim to relieve people's anxiety. Through various empathy-driven activities, I try to uncover actionable insights that allow me to design informed experiences and create a knowledge bank that helps unify a team's understanding of the people, the problem, and the potential.

### WORK EXPERIENCE

#### **HUMIN**

Experience Design Lead | Jun, 2016 – Current

Relieving human anxieties through thoughtful design and research.

#### **FLIC**

Fan Experience Lead | Jan, 2014 – Jun, 2016

Unique in-stadium fan experiences for NBA, NFL, MLB, and international leagues. From pitches to product my job responsibilities took me all over the world. I lead BD and R&D for the product line.

#### **LIVEFYRE**

Experience Design Lead | Nov, 2014 – Nov, 2015

LiveFyre offers a suite of enterprise social asset management and publishing tools used by fortune 500 brands and publishers all over the world. I lead a team of amazing designers and researchers in efforts to evolve current offerings as well as dream up tomorrow's. Our research was used to align all internal teams to build a unified understanding of the problems and solutions we were proposing. We translated our findings into valuable insights the teams could act on.

#### **CBS**

Experience Design Lead | Sep, 2013 – Aug, 2014

CBS offers many ways to watch their content. Our objective was to understand what viewers valued most in a watching experience. I lead design and discovery efforts to unify CBS web, mobile, and OTT apps.

#### **CYNERGY**

Experience Design Lead | Aug, 2011 – Aug, 2012

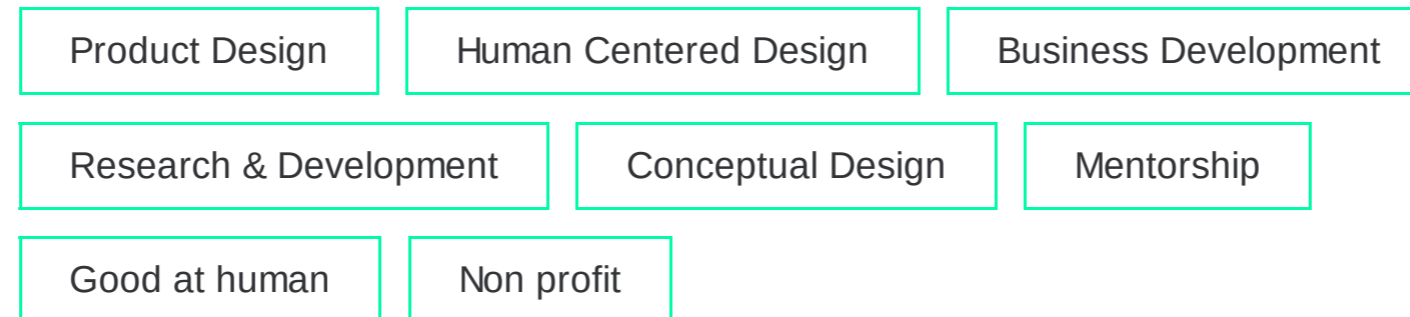
Tasked with redesigning complex and outdated software for industrial clients across the country. Lead R&D.

## MAKEABLE NY

Design Director | Aug, 2010 – Aug, 2011

Lead a small team championing "unconventional wisdom" for fortune 500 brands online campaigns. Our work included social campaigns, viral experiences, and PR stunts.

### SKILLS



### CONTACT INFORMATION



Email: [refo10@gmail.com](mailto:refo10@gmail.com)

Website: <http://www.humin.la>