

EBTIHAL ISLEEM

PRODUCT DESIGNER

Staten Island, NY | 718-644-0818 | drisleem@GWU.edu | www.ebtihal.design

WORK EXPERIENCE

Head of Product- Project Lead

March 2021 -Now

Tech Fleet Professional Association

- Led the product design team, providing guidance to other designers
- Determined and prioritized activities and backlog
- Collaborated with the product manager on gathering the product requirements
- Led sprint activities like planning and standups
- Worked directly with the product owner, UX leads, and Engineering lead for project progress
- Helped the team work towards Agile philosophies

Lead UX Designer- Contract

February 2022 –June 2022

Consortium for Health Action

- Re-designed and presented the PTA app. Secured 7-figure grant for the app development
- Managed a team of four designers and worked with the client to refine the vision of the product based on user needs and UX best practices
- Worked closely with UX research team, Product Owner, and Engineering

Product Designer- Contract

July 2021 –December 2021

Berni & Murcer

- Redesigned their website and designed their app, resulting in a 35% increase in donations within just six months , surpassing the initial target of 20% within the same timeframe

Intensive Case Management Specialist

August 2020 – May 2021

International Rescue Committee

- Identified and created opportunities for clients to navigate city resources and the healthcare system
- Developed plans with detailed action steps based on clients needs
- Evaluated programs and plans periodically to identify opportunities for improvement
- Created and maintained thorough and accurate case file documentations in IRC'S database

Project Planning and Development

September 2017 – June 2018

Staten Island Partnership for Community Wellness

- Directed the development, application, and testing of the trauma-informed toolkit
- Collaborated with healthcare providers in the community to work towards trauma informed care

EDUCATION

Graduate Certificate in Population Health Informatics

2019 – 2020

CUNY Graduate School of Public Health and Health Policy

M.P.H. in Public Health

2016 – 2019

The George Washington University