

ZAINAB ABADI

PRODUCT DESIGNER | UX/UI · B2B SaaS · EdTech · Research · Design Systems · Accessibility

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You can check the CV for humans in my portfolio: <https://zainababadi.com/deep-dive-work.html> or my LinkedIn!

PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience in B2B SaaS, EdTech and independent digital projects. Experienced in end-to-end UX/UI, user and behavioural research, information architecture, accessibility, interaction design and design systems. Worked as the sole UX/UI Designer at Oxford University Press, combining research evidence, educational needs and technical and business constraints to inform product decisions and support delivery. Currently pursuing an interuniversity master's degree in advanced research methodology.

PROFESSIONAL EXPERIENCE

Health & Well-being | Career Break

Oct 2025 – May 2026 | Madrid, Spain

Took time away from work for health and recovery, family and continued learning. Returned to active job searching in May 2026.

Oxford University Press | UX/UI Designer (B2B EdTech)

Jan 2023 – Oct 2025 | Madrid, Spain | Hybrid

Sole UX/UI Designer working across four educational products, including Oxford Premium. Covered UX from problem discovery and research through design, validation, accessibility, documentation and implementation support, collaborating with local and Oxford UK teams.

Research & product strategy: Planned and led multiple discovery and evaluative research rounds, combining user interviews, usability testing, behavioural analytics, desk research and market and competitive analysis. Synthesised findings to identify needs, frame problems and inform priorities and product decisions; one research study involved interviews with 31 teachers.

Behavioural research: Investigated how users navigated and discovered educational content using session analytics, including Hotjar and Contentsquare. In one study of 638 Hotjar sessions, 77.3% did not explore educational resources, helping frame hypotheses about navigation and content visibility.

Educational research: Researched learning contexts, child development and developmental milestones, accessibility and inclusion, translating educational needs and contextual evidence into practical product considerations.

Information architecture: Reorganised large collections of educational resources, including libraries with thousands of items. Defined and refined content organisation, classification, navigation, search and discovery flows based on research findings.

Interaction & UI design: Designed end-to-end user flows, wireframes, responsive interfaces and high-fidelity prototypes for desktop, tablet and mobile, balancing usability, educational and editorial requirements, visual consistency and implementation constraints.

Design systems: Built and maintained shared foundations across four products, including reusable components, design tokens, responsive behaviours, interaction patterns, accessibility standards, component documentation and implementation guidance.

Accessibility & inclusion: Integrated WCAG 2.1 A/AA into product design through audits, accessible interaction patterns and screen-reader testing with NVDA, JAWS and Microsoft Narrator. Documented issues and recommendations, and contributed to Oxford's Diversity & Inclusion initiatives.

Validation & usability testing: Evaluated product decisions through user interviews, usability studies, behavioural evidence and prototype validation. Used Maze to compare alternative structures and interactions; in one "add title" task, the tested approaches produced 81% and 46.7% task success, respectively.

UX documentation & culture: Created UX, research, accessibility and design documentation for Product, Engineering, Editorial and other teams, including research summaries, design rationale, guidelines, specifications and reusable reference materials.

UX advocacy: Promoted user-centred practices through internal presentations, knowledge sharing and practical guidance on UX research, accessibility and design decisions, helping multidisciplinary stakeholders understand and use UX methods.

Cross-functional delivery: Partnered with Product, Engineering, Editorial, Legal, Commercial, leadership and Oxford UK teams from initial definition to implementation, aligning user needs with business, content and technical requirements.

Ways of working & handoff: Introduced clearer research and design workflows, task documentation, design-to-development handoffs and cross-functional working practices to improve visibility of scope, decisions, responsibilities and delivery progress.

AI-assisted products: Supported AI-assisted educational experiences through UX research, workflow design, prompt structuring, requirements documentation and guidance for development teams; explored relevant workflows with Copilot and LLMs.

Plytix PIM | UX Designer (B2B SaaS)

Jul 2022 – Sep 2022 | Málaga, Spain | Hybrid

First and sole UX Designer at a B2B Product Information Management (PIM) platform.

UX processes: Introduced user-centred workflows and UX documentation into product development, making design reasoning and collaboration more structured.

Product UX: Analysed complex product interfaces, user behaviour and requirements to identify usability problems and opportunities to simplify workflows.

Interaction design: Worked with Product Managers and engineers to translate user stories and functional requirements into user flows, interface decisions and UX solutions.

Design systems: Maintained and expanded component and pattern documentation in Zeroheight to support more consistent implementation.

Product delivery & advocacy: Used Productboard and Shortcut for product planning and delivery, while helping Product and Engineering teams integrate UX practices.

Independent Design Projects | UX/UI & Visual Designer

Jan 2021 – May 2022 | Spain | Freelance / Remote

Worked with educational organisations, NGOs, creators and individual clients on web UX/UI, branding, editorial design and visual communication.

UX/UI & web: Designed responsive websites for a school and individual clients, from requirements and early concepts to interface design and implementation in collaboration with a developer.

Branding & visual identity: Developed visual identities, brand systems and communication materials for an educational organisation, a content creator and private clients.

Editorial & campaigns: Produced editorial, digital and campaign materials, including work for Caminando Fronteras and the “Defendiendo a Maleno” social campaign.

Project ownership & consultancy: Managed client conversations, project scope, requirements, creative direction, design decisions and delivery; adapted the design approach to each project.

Regalador | Graphic Designer (Product Customisation)

Dec 2021 – Jan 2022 | Madrid, Spain | Remote

Adapted artwork and image designs to the production requirements of personalised consumer products.

Reviewed design accuracy, visual consistency and print-ready artwork before production.

Planned and coordinated personalised orders to support timely delivery.

Sheedo | Product Designer Intern (Physical Products & Packaging)

Mar 2020 – Jul 2020 | Madrid, Spain | Hybrid

Contributed to research and development of sustainable physical product concepts, including feasibility studies.

Worked on branding and product concepts for a new product line.

Designed packaging and prepared technical drawings using CAD tools.

Supported product development through design iterations and research.

Zara Home | Product Designer Intern (Industrial Design)

Jun 2019 – Dec 2019 | Madrid, Spain | Remote

Conducted market and product research to inform a concept-development project.

Developed a smart-mirror concept for retail and home environments.

Explored product form, styling, aesthetics, user context and feasibility considerations.

IPSIK | Administrative Assistant

Jan 2010 – Aug 2016 | Tangier, Morocco

Supported administrative organisation, document management and academic coordination at a private nursing and physiotherapy education institute.

Followed course administration and academic processes, supporting student and customer enquiries.

SKILLS & TOOLS

Product & UX: End-to-end Product Design · Product Discovery · UX Strategy · Information Architecture · Interaction Design · User Flows · Wireframing · Prototyping · Responsive UI · Usability Testing · UX QA

Research & evaluation: User Interviews · Qualitative Research · Behavioural Analytics · Research Synthesis · Competitive & Market Research · Desk Research · Prototype Validation · Accessibility Audits · Heuristic Evaluation

Systems & delivery: Design Systems · Design Tokens · WCAG 2.1 A/AA · Accessible Patterns · UX Documentation · Developer Handoff · Cross-functional Collaboration · Stakeholder Management

Design & product tools: Figma · FigJam · Maze · Hotjar · Contentsquare · Jira · Zeroheight · Productboard · Shortcut · GitHub

Accessibility tools: NVDA · JAWS · Microsoft Narrator · Axe · WAVE · Lighthouse · ARC · Siteimprove · PAC

Creative & technical tools: Adobe Illustrator · Photoshop · InDesign · Lightroom · Premiere · Adobe XD · AutoCAD · Rhinoceros 3D · SOLIDWORKS · KeyShot · Archicad · Copilot · LLMs

EDUCATION

Master's Degree in Methodology of Behavioural and Health Sciences

UNED / UCM / UAM | Sep 2026 – Present

Interuniversity programme focused on advanced research design, quantitative and qualitative methods, statistical analysis, surveys, Python, Bayesian analysis, machine learning and research evaluation.

Bachelor's Degree in Product Design

UDIT / ESNE | Sep 2017 – Sep 2021

Product design, ergonomics, accessibility, user-centred and interaction design, materials, manufacturing, quality management and technical development. Bachelor's thesis: modular protective soft helmet for children with Sensory Processing Disorder (SPD), addressing sensory comfort, ergonomics, accessibility and customisation. Young Creators Scholarship (Beca Jóvenes Creadores), ESNE.

Advanced Techniques & Tools for Social Science Research

Universidad Rey Juan Carlos | 2019 – 2020

Content analysis, qualitative methods, usability testing, behavioural research, heuristic evaluation and accessibility-oriented evaluation.

Master in Interior Design

IED Madrid | 2016 – 2017

Spatial and experience design, residential and hospitality environments, exhibitions, sustainability, biophilic design and technical development.

Interior Design Technician (DEC)

Collège LaSalle Morocco | 2013 – 2016

Three-year qualification in spatial design, materials, technical drawing and visual representation. Diploma of Excellence.

Violin Studies

Conservatoire National de Musique de Tanger | 2005 – 2011

CERTIFICATIONS & CONTINUING EDUCATION

Interaction Design Foundation (IxDF): User Research – Methods and Best Practices · The Practical Guide to Usability · Journey Mapping · Accessibility: How to Design for All · Gestalt Psychology and Web Design · Emotional Design · Design for the 21st Century with Don Norman · UX Portfolio

LinkedIn Learning: UX Research · Remote Research · Mapping · Inclusive Mindset · Design Storytelling · Cross-cultural Collaboration · Critical Thinking · Six Sigma Foundations

Other training & credentials: Domestika: Adobe XD and Rhinoceros 3D for Furniture · ADPList: 500 Mentorship Minutes (2026) · DALF C1 (French)

LANGUAGES

Spanish C2 · Arabic C2 · French C1 (DALF) · English C1 · Italian A2