

NARMEEN ALHYARI

UX Designer | User Research & Usability | XR & Interactive Media

(+962) 776248255 | Narmeen.hyari@gmail.com | [Linkendin](#) | [Portfolio](#) | Jordan

SUMMARY PROFESSIONAL

UX Designer with 14 years of experience across digital design, interactive media, and user research, with a strong foundation in usability, accessibility, and design systems thinking. Skilled in the full UX process, user research, competitive analysis, usability testing, personas, journey mapping, wireframing, and prototyping, and experienced translating business requirements and stakeholder needs into intuitive, user-centered experiences. Background combines published UX research methodology (quantitative and qualitative) with hands-on design delivery and cross-functional collaboration with project managers, UI designers, and stakeholders across 35+ digital product and interactive media projects. Comfortable leveraging AI-powered tools to accelerate research synthesis, ideation, and prototyping.

SKILLS

UX Research & Testing: User research | competitive analysis & benchmarking | usability testing | quantitative & qualitative research methods | behavioral evaluation

UX Documentation & Strategy: User personas | user journey maps | information architecture | user flows, UX documentation

Design & Prototyping: Wireframing, prototyping | interaction design | design systems | responsive design | accessibility standards

Tools: Figma (incl. Figma AI) | Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Adobe Premiere Pro | Unity | Autodesk Maya | Substance Painter

AI-Assisted Design: Figma AI | ChatGPT/Claude (ideation & content) | Adobe Generative AI (Firefly)

Collaboration: Cross-functional collaboration with project managers & UI designers | stakeholder communication & presentations | workshop facilitation | team leadership & mentorship

EXPERIENCE

LECTURER, DIGITAL DESIGN & ANIMATION | Princess Sumaya University for Technology | AMMAN, JORDAN SEP 2022 – SEP 2026

- Directed UX and design process across 35+ multidisciplinary capstone projects, guiding teams through user research, wireframing, prototyping, and final delivery — with UI/UX as a core deliverable.
- Guided teams through end-to-end design thinking: ideation, user research, information architecture, prototyping, and stakeholder presentation.
- Ran structured design critiques and review cycles focused on usability, interaction design, and craft, functioning as design lead across concurrent projects.
- Conducted UX research resulting in peer-reviewed publications, applying quantitative and qualitative methods to evaluate usability, engagement, and learning outcomes.
- Collaborated with multidisciplinary teams and stakeholders to translate research and business goals into user-centered digital experiences.
- Designed and developed interactive 3D visualization and VR experiences in Unity, applying real-time rendering and user interaction design to educational applications.
- Built and led curriculum integrating industry-standard UX practices, design systems thinking, and digital product design workflows (Figma, Adobe Creative Suite, Unity).
- Contributed to the program's EURACE accreditation process as part of the core team ensuring curriculum and program quality met international standards.

LAB SUPERVISOR | PRINCESS SUMAYA UNIVERSITY FOR TECHNOLOGY | AMMAN, JORDAN

SEP 2019 – SEP 2022

- Managed the Computer Graphics and Animation lab, supporting teaching, research, and multidisciplinary design projects.
- Provided technical and design tool support to students and faculty across digital design, animation, and interactive media projects.
- Developed workshops and training materials on creative software and digital design workflows.
- Provided technical guidance on multidisciplinary design projects spanning 3D graphics, animation, and interactive media.

VISUAL EFFECTS ARTIST & 3D ANIMATOR | ARAB TELEMEDIA GROUP | AMMAN, JORDAN

DEC 2016 – FEB 2019

- Created visual effects, 3D animation, and digital assets for television productions and title sequences, collaborating with an international VFX producer and lead designer.
- Performed greenscreen keying and compositing to integrate visual effects into live-action footage. Developed large-scale crowd and army animation sequences for historical productions.
- Produced compositing, matte painting, environment extension, and lighting work to support high-quality visual

storytelling. Collaborated with directors, producers, and cross-functional production teams throughout the pipeline.

3D ANIMATOR | GILGAMESH ANIMATION STUDIOS | AMMAN, JORDAN

Oct 2012 – Dec 2015

- Animated primary and secondary characters, props, and environmental elements for animated television productions.
- Collaborated with directors, artists, and production teams to create engaging character performances and visual storytelling.
- Contributed to story development, concept discussions, and creative planning throughout production.
- Worked across multiple stages of production, from animation planning to final delivery.

SELECTED PRODUCT, RESEARCH & INDUSTRY PROJECTS

AIN GHAZAL CULTURAL HERITAGE EXPERIENCE

Role: XR Experience Designer | Visualization Designer | UX Researcher

- Designed an immersive cultural heritage experience focused on user engagement and learning, including onboarding flow, user journey, and task-based interaction design.
- Conducted a UX study involving more than 270 participants, evaluating usability, engagement, satisfaction, and behavioral intention using quantitative research methods.
- Designed movement and interaction options (walk, standing teleport, seated teleport) to accommodate different user needs and reduce motion sickness.
- Published the research findings in a peer-reviewed venue.

ARCHAEOLOGICAL EXPLORATION VR EXPERIENCE

Role: Project Lead | XR Experience Designer

- Led the design and development of VR experience helping users understand the process of archaeological exploration.
- Directed the project from concept through a fully built, ready-to-test experience.

FIRST AID VR TRAINING PLATFORM

Role: Visualization Designer | XR Developer | UX Researcher

- Designed and developed an interactive VR training application using Unity.
- Conducted user research and usability evaluation to measure learning effectiveness and user experience, iterating the design based on participant feedback.
- Presented research findings through a peer-reviewed publication.

SELECTED RESEARCH PUBLICATIONS

- Enhancing Cultural Learning Through Virtual Reality: Ain Ghazal Statues (2026)
- The Impact of Motion Graphics versus Text-Based Formats on Anxiety and Learning (2025)
- Additional publications are available on Google Scholar.

SELECTED INDUSTRY PROJECTS

- Malik Bin Al Rayb | 3D Animator & VFX Artist
- Ghleis Seasons 3 & 4 | 3D Animator & VFX Artist
- Adam Adventure | 3D Animator
- Natty and Marvel | 3D Animator & Story Development Contributor

EDUCATION

MASTER'S DEGREE | Enterprise Software Engineering | Princess Sumaya University for Technology

2019 – 2021

BACHELOR'S DEGREE | Computer Graphics and Animation | Princess Sumaya University for Technology

2008 – 2012