Farah Elabd

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Work History

Apple Canada - Technical Expert
Ottawa, ON
11/2025 - Current

- Design and facilitate interactive workshop experiences for diverse audiences, employing user-centered teaching methods to improve technology adoption and usability
- Collaborate cross-functionally with retail, technical, and creative teams to deliver seamless omnichannel experiences aligned with brand standards
- Analyze user behavior patterns and feedback to recommend product improvements and optimize in-store digital touchpoints
- Create visual demonstrations and prototype solutions that communicate complex technical concepts through intuitive, user-friendly approaches
- Advocate for accessibility and inclusive design by adapting communication strategies to meet diverse user needs and abilities

Carleton University - Research Assistant
Ottawa, ON
01/2025 - Current

- Conducted user research and co-design sessions with the Na-Cho Nyäk Dun community to inform the design of an interactive language-learning holobox.
- Built trust and collaboration with community members through weekly meetings and storytelling sessions, ensuring ethical engagement and respect for data sovereignty.
- Designed and implemented usability testing protocols for the AI avatar interface, uncovering insights on user trust, engagement, and gesture-based interactions.
- Created wireframes, prototypes, and interaction flows in Figma to translate research findings into culturally aligned UI concepts.
- Developed clear visual documentation and presentation materials to communicate design intent and research outcomes to interdisciplinary stakeholders.
- Collaborated with Elders and language keepers to review design metaphors and interface elements, ensuring cultural accuracy and meaningful representation.

Profile

User Experience Designer with a background in Industrial Design and hands-on experience creating human-centered solutions through research, prototyping, and inclusive design. Currently pursuing a Master's in Human-Computer Interaction while serving as a Technical Expert at Apple, where I deliver exceptional customer experiences through deep product knowledge and lead interactive workshops that translate complex technology into intuitive interactions. As a Research Assistant at Carleton University, I contribute to language revitalization initiatives in collaboration with Indigenous communities, exploring innovative technologies such as AI and holopresence to create immersive and culturally respectful learning experiences. Passionate about merging research-driven insights and visual design to build meaningful, accessible, and culturally responsive digital experiences.

Skills

Apple - **Expert**
Ottawa, ON
02/2025 - 11/2025

- Designed and delivered interactive workshops and training sessions for team members and customers, simplifying complex technologies through engaging, user-centered storytelling and demo design.
- Created seamless customer experiences by identifying user goals, pain points, and contexts of use, and tailoring product solutions that aligned with both personal and business needs.
- Collaborated cross-functionally with Business, Creative, and Technical teams to ensure a cohesive experience across in-store touchpoints, reflecting end-to-end service design thinking.
- Performed informal usability testing and journey mapping through daily customer interactions, analyzing behaviors and feedback to refine communication strategies and product flows.
- Optimized onboarding workflows for small businesses and education clients, refining setup experiences and system processes to improve clarity, efficiency, and satisfaction..

Apple Canada - **Specialist**
Ottawa, ON
05/2024 - 02/2025

- Built relationships with customers to encourage repeat business.
- Maintained calm demeanor and professionally managed issues in busy, high-stress situations.
- Helped customers locate products and checked store system for merchandise at other sites.
- Boosted customer satisfaction levels through exceptional service, addressing concerns promptly, and providing a welcoming store environment.
- Collaborated with team members to improve overall store performance, sharing best practices, and offering support as needed.

Rogers - **Sales Representative and Manager on Duty**
Ottawa
04/2022 - 05/2024

- Achieved monthly sales goals by promoting product benefits and enrolling new clients.
- Trained and mentored new sales representatives.
- Increased sales by offering consultation on products and services and applying customer service and upselling techniques.
- Attended advanced training sessions and conferences to increase product knowledge and productivity.
- Assisted in product placement and visual merchandising, maintaining attractive and inviting appearance.

- **User Experience:** User Research, Usability Testing, Journey Mapping, Accessibility & Inclusive Design, Co-Design & Human-Centered Design

- **Design & Prototyping:** Wireframing, Interaction & Gesture Design, Prototyping in Figma, Visual Hierarchy & UI Systems

- **Tools:** Figma, Adobe Creative Suite (Illustrator, Photoshop), Miro, FigJam, Canva, HTML & CSS (basic)

- **Collaboration:** Workshop Facilitation, Cross-Functional Communication, Community Engagement, Bilingual (English/French)

Education

04/2024
Carleton University
Ottawa, ON
Bachelor of Industrial Design

Expected in 04/2027
Carleton University
Ottawa, Ontario
Master of HCI: Human Computer Interaction