

Maivel Abdelnoor

Product Designer & UX Researcher

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Product Designer and UX Researcher with a strong design foundation who turns complex human behavior into product decisions that ship. Conducted 50+ studies across enterprise SaaS and AI-driven platforms, translating insights into roadmap priorities and measurable product improvements. Experienced in driving end-to-end research from discovery to delivery within Agile, cross-functional teams.

SKILLS

Design & Research: Mixed-Methods UX Research, AI Research, Usability Testing, Stakeholder Interviews, JTBD Mapping, Concept Validation, A/B Testing, Data Analysis, Design Thinking, Information Architecture, Interaction Design, Design Systems, Accessibility (WCAG), Storytelling, Prototyping, Wireframing, Vibe Coding, Cross-Team Collaboration, Agile Methodologies.

Tools: Figma, Figma Make, Lovable, Claude Code, Cursor, Framer, Sketch, Lottie, Miro, HTML, SAS, SPSS, Adobe Creative Suite, Jira, AHA!

Languages: English (fluent), Arabic (fluent), French (B1).

WORK EXPERIENCE

SAP

UX Design & Research Associate

May 2025 – December 2025

Montreal, Quebec

- Conducted AI use case discovery across SAP's enterprise Order Management System (OMS) portfolio, interviewing 30+ internal SMEs, stakeholders, and customers. Identified 14 high-potential agentic AI opportunities spanning three products, which were prioritized with product leadership according to business goals and user impact, shaping OMS's agentic AI strategy and integration roadmap.
- Ran AI use case research with 5+ external order management practitioners, uncovering recurring escalation patterns and validating the "Proactive Order Issue Resolution" agentic AI concept, shifting order issue handling from reactive issue management to proactive, AI-driven intervention.
- Led usability validation for a retail sales transaction audit platform, running five scenario-based tests with 10+ stakeholders, customers and implementation partners to evaluate workflow customization and API integration. Synthesized insights and contributed to refinement sessions that sharpened MVP scope ahead of release.
- Delivered customer-backed insights that moved a deprioritized audit trail (change log) feature from backlog to early sprint implementation within a retail sales transaction audit system, influencing roadmap sequencing through 10+ co-innovation sessions with customers and implementation partners.
- Executed research across the product lifecycle (usability testing, concept validation, and JTBD mapping) within Agile sprints, collaborating with Design, Engineering, and Accessibility teams while tracking monthly Product Experience (PX) metrics to inform discovery and delivery.

VOSYN.ai

UX Design & Research Intern

June 2024 – September 2024

Etobicoke, Ontario (Remote)

- Conducted discovery research for an AI-powered multilingual content platform, interviewing users and synthesizing insights around content discovery, navigation friction, and AI translation feature opportunities to guide feature prioritization across Agile sprint cycles.
- Mapped end-to-end task flows and designed wireframes through high-fidelity prototypes for VosynVerse Education, spanning proficiency assessment, interest surveys, and personalized content recommendations, iterating rapidly through cross-functional prototyping sessions.
- Conducted WCAG accessibility research and produced design documentation to support inclusive design practices across external-facing web and mobile products.

OVA.ai

UX Consultant

February 2024 – April 2024

Montreal, Quebec

- Conducted a comprehensive information architecture audit of an enterprise XR platform help center, running usability tests with 14 participants, interviews, and survey analysis to uncover navigation failures and information retrieval breakdowns across desktop and tablet platforms.
- Synthesized findings into targeted design recommendations addressing structural and labeling issues, proposing

changes projected to reduce redundant links by 20% and decrease average search time by 25%.

- Developed high-fidelity design proposals optimizing search, navigation architecture, and labeling accepted by stakeholders and incorporated into the website improvement roadmap.

Tech3Lab - HEC Montreal

UX Student Researcher

October 2023 – December 2024

Montreal, Quebec

- Independently designed and managed the end-to-end research lifecycle for a mixed-methods study with 29 participants, covering study design, participant recruitment, ethics compliance, data collection, and synthesis to evaluate AI-generated content in immersive media experiences.
- Collected and analyzed physiological datasets (EDA, HRV) alongside behavioral and self-reported measures, generating actionable insights that informed an industry partner's strategic decision on AI scalability and limitations within their product.
- Bridged rigorous scientific methodology with real-world product implications, contributing findings to both applied industry innovation and academic research, adapting research to multiple audiences and levels of technical depth.

EDUCATION

HEC Montreal

Masters of Science in User Experience

Montreal, QC

December 2024

California State University, Long Beach

Bachelor of Fine Arts in Interior Architecture

Long Beach, CA

May 2021

Harvard Business School Online

Sustainable Business Strategy

Online

2022