Zeinab Mohtadi

Creative Director / Art Director
UX/UI Lead

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Key Skills

Brand & Visual Direction:

- Brand Identity
- Campaign Systems
- Packaging
- Booth/Experiential Design
- Print Production

Product & UX Design:

- User Flows
- Wireframes
- Prototypes
- Interaction Design
- Responsive Design
- Design Systems

Storytelling & Strategy:

- Creative Strategy
- Messaging Alignment
- Concept Development
- Behavioral Insights
- A/B Testing

Tools & Collaboration:

- Figma
- Adobe Suite
- AI Tools for Ideation
- Design Mentorship
- Workshop Facilitation
- Agile Environments

Accessibility:

- WCAG 2.1 AA
- ADA Compliance
- Inclusive Design

Professional Summary

Creative leader with 15+ years of experience shaping brand and product experiences that are intuitive, concept-driven, and emotionally resonant. I work across digital and physical mediums—from immersive web platforms and mobile apps to full brand systems, packaging, and experiential design. I lead projects from concept to execution, balancing big-picture storytelling with refined visual craft. I'm passionate about mentorship, cross-disciplinary collaboration, and designing work that connects.

Work Experience

Creative Director UX-UI Lead : Deloitte Digital, Austin, TX

June 2025 – Present

Clients: Internal Innovation - Fraud Detection AI

- **Research:** Worked with executive creative leadership, compliance, and AI specialists to understand fraud detection workflows and identify where agentic AI could support human decision-making.
- **UX and UI Design:** Designed user flows, wireframes, and high-fidelity prototypes in Figma to visualize a concept MVP. Balanced explainability and traceability with visual clarity in an emerging AI space.
- **Leadership:** Guided the team through design strategy and stakeholder alignment. Helped shape the narrative and visual execution for a successful pitch to leadership.

Associate Creative Director UX-UI Lead : Deloitte Digital, Austin, TX

June 2019 – June 2025

Clients: Home Front Solutions, CalHEERS, Army Ignited

- **Research:** Conducted user-centered research, usability tests, and qualitative analysis, leveraging insights to drive design enhancements and increase user satisfaction by 20%.
- **Strategy and Visioning:** Defined strategic design visions and product roadmaps for Homefront and CalHEERS product lines, aligning stakeholders and cross-functional teams from initial concept through final launch.
- **Branding:** Led concept creation, moodboards, type systems, logos, and styleboards for Homefront and Army IgnitED. Brought brand vision to life across platforms in collaboration with the executive creative director.
- **UX and UI Design:** Developed intuitive interaction designs and high-fidelity prototypes in Figma, ensuring engaging, accessible, and seamless digital experiences across web and mobile platforms.
- **Component Library:** Built and maintained scalable design systems and comprehensive component libraries in Figma, streamlining collaboration with engineering teams and ensuring global brand consistency.
- **Design Operations:** Established Agile/Scrum design workflows and accessibility (WCAG 2.1 AA) strategies, embedding inclusive design practices into requirements, user stories, design documentation, impact assessments, and testing.
- **Data-Driven Decision-Making:** Utilized A/B testing, analytics, and behavioral data to validate interaction design decisions, optimize user engagement, and inform iterative UX improvements.
- **Leadership:** Mentored designers, supported team development, facilitated cross-functional workshops, and fostered a collaborative, creative culture focused on innovation and continuous improvement.

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Accomplishments

- **Member of The Compass Experience for Managers**, a year-long Deloitte program focused on leadership development, executive coaching, and career growth.
- **Certified Scrum Master**, with expertise in Agile methodologies and cross-functional collaboration.

Work Experience (continued)

Art Director | Deloitte Digital, Arlington, VA

June 2018 – June 2019

Clients: Chipotle, WI Access, TenCare, US Copyright

- **Strategy and Visioning:** Developed creative strategies and defined strategic design roadmaps for Chipotle.com and Army IgnitED product lines, aligning UX/UI initiatives closely with business objectives and customer expectations.
- **Data-Driven Decision-Making:** Leveraged user analytics, customer feedback, and behavioral insights to inform interaction design improvements, contributing to a measurable 15% increase in customer engagement on Chipotle.com.
- **Branding:** Led brand development for WI Access, including logo design and advocating for brand unification across its service lines. Drove concepting and visual identity work for U.S. Copyright Office, including early branding and UI refresh exploration. Supported state-level branding for TenCare (Tennessee public benefits).
- **UX and UI Design:** Directed the responsive redesign of Chipotle's web and mobile interfaces, creating intuitive, accessible, and cohesive experiences consistent with award-winning application standards.
- **Component Library:** Built scalable design systems and comprehensive component libraries in Figma, facilitating seamless design-to-engineering handoff, improving global brand consistency, and streamlining cross-team workflows.
- **Leadership:** Mentored junior designers, conducted regular team workshops, facilitated cross-functional critiques, and promoted a culture of innovation, collaboration, and continuous learning.

Senior Product Designer (UX/UI) | Deloitte Digital, Arlington, VA

June 2019 – June 2025

Clients: Military OneSource, Navient Labs, NGA

- **User Research & Discovery:** Led stakeholder interviews and discovery workshops across platforms like Military OneSource and NGA to identify content gaps, user needs, and campaign strategy opportunities.
- **Branding & UX/UI:** Created brand identity systems, marketing sites, and product interfaces for Military OneSource and Navient Labs. Directed concept-to-execution branding and visual design for NGA's national recruiting campaign, balancing technical clarity with emotional storytelling.
- **Cross-Functional Collaboration:** Collaborated closely with developers, PMs, and content strategists to launch production-ready design systems and campaign assets. Delivered functional prototypes in fast-paced Agile settings.
- **Impact & Outcomes:** Elevated national platforms with refreshed design systems, boosted visibility of innovation initiatives at Navient, and modernized NGA's brand through emotionally resonant environmental design.

Previous Experience (Visual & Brand Design) | Spire Communications | Qorvis | National Media

2005 - 2015

- Created branding systems, visual campaigns, and integrated digital communication solutions for federal agencies, Fortune 100 companies, and global nonprofit organizations.

Education

The George Washington University
Washington, DC

Bachelor of Arts in Visual Communications