



ZEINA EL AMINE

Digital Project Manager

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Languages: English (IELTS C1), French, Arabic

www.zeinasportfolio.com

PROFESSIONAL EXPERIENCE

HAVAS BETC FULLSIX - CLIENTS : RENAULT, LA ROCHE-POSAY | Web Project Manager / Jan 2026 - Present

- I orchestrate 2-week sprints in Agile Scrum methodology for Front-end, Back-end, and UX/UI teams to ensure iterative delivery and the technical feasibility of Figma mockups (Renault Group Project: <https://renaultgroupe.com/>).
- Management of Master Template production for La Roche-Posay, guaranteeing brand consistency across global markets.
- Steering of the end-to-end UX process for a Leroy Merlin chatbot: from the user research phase to prototyping conversational flows and final acceptance testing to optimize customer engagement.
- Management of the project lifecycle via GitLab and Notion; writing specifications, functional acceptance testing on staging environments, and supervision of production releases.
- Structuring of web content and schema data to maximize visibility on traditional and generative search engines (SEO - GEO) and development of roadmaps and tracking of budgets/resources.

American University of Beirut (AUB) | UX/UI & Graphic Designer / Feb 2024 - Aug 2025

- Launch of the site <https://aub-transformed.com/> from Figma to WordPress and integration of registration systems.
- Qualitative and quantitative studies (user testing, journey mapping, interviews) to improve the overall experience of learning platforms.
- Creation of advertising materials (airport screens, banners, signage) for 7 major events and online professional degrees, and the implementation of optimized templates and design systems.
- Creation of the Abdulla Al Ghurair Hub brand guidelines and visual identities for more than 10 online programs.

PERSONAL PROJECTS & ENTREPRENEURSHIP

- **Automation (n8n):** Development of low-code workflows to synchronize complex data flows between Notion and various SaaS tools.
- **White and Yellow Papers (Founder):** Management of an online bookstore; full oversight of branding, sourcing, and budget management.

EDUCATION

IAE Paris Est (UPEC) | Master's in International MBA (iMBA)

Lebanese Academy of Fine Arts | Bachelor's in Multimedia Design and Creation (UX/UI)

COMPÉTENCES & CERTIFICATIONS

- **Management & Web:** Agile Steering (GitLab, Notion), Roadmapping, Strategic Benchmarking, Accessibility (WCAG 2.1), GDPR (Compliance).
- **SEO / GEO:** Screaming Frog, Google Search Console
- **Design & UX:** Figma (Expert), Adobe Creative Suite (Ps, Ai, Ae, Pr), Inclusive Design, Webflow, WordPress.
- **Technical & Automation:** n8n (API/Webhooks), HTML/CSS, Low-code Workflows.
- **Certificates:** Google Digital Marketing & E-commerce, Harvard Business School Online (Finance & Quantitative Methods).