

cv

Nada Jaffal

Design Researcher / Educator

contact

Mobile

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Email

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Nationality

Jordanian

Website

nadajaffal.com

education

- 09 - 11 **Master of Fine Arts**
Visual Communication
Herron School of Art and Design
Indiana University-Purdue University Indianapolis (IUPUI)
Indiana, USA
- Jul 07 **Graphic Design Studio**
Summer Course
School of Arts and Design
Nuova Accademia di Belle Arti (NABA)
Milan, Italy
- 02-06 **Bachelor of Art and Design**
School of Arts & Design
University of Jordan
- 88 - 02 **Tawjihi Degree**
Literal section
Sisters of Nazareth College

teaching

- Sep 12 - Feb 17 **Full-time Lecturer**
German Jordanian University
School of Architecture and Built Environment
- Feb 16 - May 17 **Graphic Design Basics course instructor**
Design Institute Amman
- Apr 16 - Nov 16 **Information Design Online Course (MOOC)**
Edraak
- Oct 14 - Jan 15 **Visiting Lecturer**
Köln International School of Design (KISD)
Cologne, Germany
- Sep 08 - Sep 09 **Teacher Assistant**
University of Jordan
Faculty of Arts and Design

design experience

- May 23 - Oct 23 **UX Researcher**
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Amman, Jordan
- Jan 22 - Jun 23 **MENA Researcher**
17 Triggers and UNHCR
Lebanon/Egypt/Jordan/Iraq
- Nov 22- Feb 23 **UX Expert**
Strategic Impact Advisors for GIZ Digittances
Amman, Jordan
- Jan 22 - Jun 23 **Mentor**
Start Network
Amman, Jordan
- May 22 - Sep 22 **Mentor and Trainer**
Goethe Institute
Amman, Jordan
- Dec 21 - Jul 22 **Design Researcher**
17 Triggers for GIZ Digittances
Amman, Jordan
- Jan 22 - Apr 22 **Research Consultant**
The Research People
Remote, South Sudan and PNG
- Jun 20 - Mar 21 **Design Lead**
Tiber
Amman, Jordan
- Sep 19 - Feb 20 **Head of Solutions Mapping**
UNDP
Accelerator Labs Jordan
- Sep 17 - May 19 **Design Manager**
International Rescue Committee
Amman, Jordan
- Apr 17 - Sep 17 **Design Researcher**
eyen design for Jordan Museum
Amman, Jordan
- Sep 12 - Mar 14 **Infographics Designer**
Tiber Media Production
Freelancing
- Aug 09 - May 11 **Graphic Designer**
Fellowship
Herron School of Art & Design
Indiana, USA
- Sep 08 - Jun 09 **Workshop Lead**
The Children Museum Jordan
Summer camps
- Sep 07 - May 08 **Graphic Designer for Web and Multimedia**
Media Plus
Amman, Jordan

languages

Arabic
Native proficiency

English
Full professional working proficiency

French
Limited working proficiency

countries

Jordan
Lebanon
Egypt
Iraq

Germany
TOT

USA
Fellowship

South Sudan and PNG
Remotely

methods

Participatory design research
Social design
Human-centered innovation
Co-design / Co-creation
Workshop design & facilitation
Information Design
Data Visualization
Service Design
User research
Ethnographic Research
Prototyping
Storyboarding
Video recording/ editing

references

Lillie Rosen - *Former Manager*
Deputy Regional Director
International Rescue Committee
lilliearosen@gmail.com

Tyler Tappendorf - *Former team lead*
Digital Financial Service Design & Research Consultant
17 Triggers
tyler@17triggers.com

Christopher Vice - *Former Thesis Committee Chair, Former Associate Professor at Herron School of Art and Design*
Chief Design Officer
Studio Science
christopher@studioscience.com

highlighted projects

Youth financial inclusion: A user experience study of mobile wallets for youth under 18 in Jordan
UX Researcher, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Jordan 2023

Conducted user experience research on the usage of mobile wallets by adolescents between 16-17 years old in Jordan for a pilot study that aimed to better understand the impact of a 'Junior Mobile Wallet' (JMW) on financial literacy and access to finance among adolescents and their parents, with a particular emphasis on refugees and underserved families. The study was a joint effort by GIZ, UNICEF, and Orange Money, and combined (a) quantitative data based on questionnaires handed out at the opening and closing sessions with (b) qualitative insights based on individual interviews with adolescents and parents.

FULL REPORT AVAILABLE HERE

Improving Digital Livelihood Opportunities for Refugees Using community-based workshops to co-create solutions

MENA Researcher, 17 Triggers for UNHCR Lebanon/Egypt/Jordan/Iraq 2023

Co-facilitated a series of community-based research workshops to better understand the experiences of refugees, displaced people, and their host communities related to the digital economy, with a focus on the risks that these groups face when engaging – or attempting to engage – in digitally-enabled livelihoods. Rather than creating 'assessment fatigue' in communities by conducting surveys or consultations, we want to engage people in a process of meaningful and collaborative exploration and co-creation. The project is implemented in eight countries Jordan, Lebanon, Iraq, Egypt, Uganda, Kenya, Ethiopia, and Sudan.

FULL REPORT AVAILABLE HERE

Mobile Wallet User Journeys and Potential Products for Refugees and Women in Jordan

Design Researcher, 17 Triggers for GIZ Jordan 2022

Conducted co-creation workshops to better understand the current user experience surrounding e-wallets, as well as the barriers and motivations that women and refugees face in using e-wallets. Using learnings from research, I designed and tested prototypes with the team for potential new products and services that could better align with the financial needs and behaviours of women and refugees in Jordan.

FULL REPORT AVAILABLE HERE

The Digital Worlds of Displacement-Affected Communities

Design Research Consultant, The Research People Remote

Collaborated with The Research People to adapt existing mobile use research tools for remote data collection in a GSMA/UNHCR study on mobile technology impact in humanitarian contexts. Reviewed tools for digital day diaries and research user groups, providing feedback and remote adaptation strategies for Lebanon, Papua New Guinea, and South Sudan.

FULL REPORT AVAILABLE HERE