

ROLES

TOGETHERSPACE

2024 - PRESENT

LEAD PRODUCT | COMMS

REMOTE

Spun an internal pilot into an independent product, owning P&L, roadmap, and brand voice. Launched with a go-to-market plan that drew 1 000+ early-access sign-ups and 22.6 k organic views in 30 days. Built a full Figma design system (logo, palette, typography, UI kit) now powering web, mobile, and decks. Switched the team to one-week Jira/Kanban sprints, added KPI retros, and mentored two content designers, cutting review loops by 40 %. First revenue forecast for Q3.

HOWTOBUILDUP | HEINRICH-BÖLL-STIFTUNG

2022 - 2024

PRODUCT | CREATIVE MANAGER

REMOTE

Led a six-person squad from discovery to MVP launch of a crowdsourcing tool (wireframes, hi-fi prototypes, usability tests & release) 7 % under a €20 k budget. Ran five global co-design workshops, distilling 130 + voices into personas, flows & a 12-month roadmap, while 20 + interviews, card sorts & surveys kept scope laser-focused. Prototyped the concept that became Togetherspace, securing leadership buy-in for the spin-out, and produced multimedia assets (explainer videos, social graphics & motion pieces) that tripled channel engagement.

INSTITUTE FOR SUSTAINABLE URBANISM, TU BRAUNSCHWEIG

2021 - 2022

RESEARCH ASSOCIATE

BRAUNSCHWEIG

Secured grant funding for a digital-participation study on urban noise; findings adopted by city planners. Synthesised 200 + papers into tool-design guidelines, built Unity VR environments & ran workshops that lifted student spatial-literacy scores to 96 %. Presented results at national conferences & authored scientific-methods materials, strengthening cross-institution collaboration. Designed participatory sessions that paired digital platforms with community engagement, showcasing expertise in grant capture, data analysis & immersive pedagogy.

GREEN! ARCHITECTS

2019 - 2021

VISUALIZATION ARCHITECT

DÜSSELDORF

Produced high-fidelity 3-D models, renders, animations & large-format posters across housing, hotel & museum schemes, embedding sustainability metrics that cut planner revisions & sped approvals. Crafted pitch decks with graphics, diagrams & interactive media; maintained brand consistency with marketing. Coordinated external vendors & refined outputs per client feedback, scaling visualisation capacity & winning bids through immersive storytelling.

NOKIA

2012 - 2014

STORE DESIGN COORDINATOR

HELSINKI - EMEA

Localised Nokia's retail identity for three EMEA pop-up stores, delivering CAD layouts, fixture specs & interactive touchscreens. Orchestrated architects, contractors & merchandisers across two cities to open every site on schedule & within budget. Integrated market-research insights into design strategy, ensuring engaging, brand-aligned, sales-driven environments. Managed end-to-end store design, safeguarded visual-merchandising standards & upheld Nokia guidelines across all deliverables.

UIC BARCELONA

2010 – 2012

EXCHANGE-PROGRAMME COORDINATOR

BARCELONA - EMEA

Partnered ESARQ-UIC with the Materials-Advanced-Architecture-Generative Lab to launch MAG LAB, which produced eight generative-design workshops (€20 k, 120 participants) that doubled programme applications. In year two, overhauled the admissions workflow & interview rubric, cutting submission errors while keeping finances on target. Managed visas, travel, housing & fees for 40 + international students; delivered an intercultural kit, onboarding & guest-lecture series, & produced conferences, trainings & media collateral.



LANGUAGES

AR First language
ENG Professional Working C2
DE Conversational B2

DIMA MEIQARI (STERR)

**PRODUCT
COMMUNICATION**

**DESIGNER
STRATEGIST**



DIMASDESIGN.COM

PHONE

+4917667160765

EMAIL

Dima.Sterr.Design@gmail.com

**HUMAN-CENTRED STRATEGIST
WHO TRANSFORMS COMPLEX
CHALLENGES INTO INTUITIVE,
ENGAGING PRODUCTS BY PAIRING
DEEP QUALITATIVE RESEARCH
WITH PIXEL-PERFECT EXECUTION.**

**EXPERIENCED IN DESIGN,
RESEARCH & MANAGEMENT, I
GUIDE CROSS-FUNCTIONAL
TEAMS FROM FIRST INSIGHT TO
SUCCESSFUL LAUNCH.**



Linkedin



Youtube



Researchgate

EDUCATION

CAREERFOUNDRY	
<u>PRODUCT MANAGEMENT</u>	2024
Crafted full PRD, roadmap, business-model canvas, competitive analysis & KPI dashboard for a SaaS capstone; pitched to stakeholders & shipped a Figma MVP prototype.	
CAREERFOUNDRY	
<u>UX DESIGN IMMERSION</u>	2022
End-to-end UX practice: user research, personas, IA, wireframes, hi-fi prototypes & usability testing.	

BAUHAUS-UNIVERSITÄT WEIMAR	
<u>M.SC. MEDIA ARCHITECTURE</u>	2018
Focus: interface design, HCI, design theory & cultural-technique history.	
DAMASCUS UNIVERSITY	
<u>DIP.ARCHITECTURAL ENGINEERING</u>	2010
Focus: architectural & urban design, CAD/BIM, GIS, sustainable planning & project management.	

SKILLS

STRATEGY & DISCOVERY
Frame goals & KPIs · Market & competitor scans · Mixed-method research · Design-sprint facilitation · Personas & journey maps
OPTIMAL WORKSHOP · MIRO · MAXQDA · MENTIMETER
IDEATION & DESIGN
IA & user flows · Wireframes → hi-fi prototypes · Motion & 3-D storytelling · Design-system rollout
FIGMA · ADOBE CC · FLOWMAPP
TEST & ITERATION
Clickable prototypes for live feedback · Usability accessibility testing · A/B & preference tests → data-driven refinements
MAZE · LYSSNA
EXECUTION & EVALUATION
Dev-ready hand-off & QA · Funnel / cohort dashboards · Post-launch feedback loops P&L ownership
MIXPANEL · AMPLITUDE

PROJECT MANAGEMENT
Kanban / Lean & Scrum ceremonies · Road-mapping & backlog grooming · Cross-functional alignment
NOTION · TRELLO · JIRA
WEB-FIRST DESIGN
Prototype & build content-rich sites · Guard brand consistency, UX, knowledge management & archiving
FRAMER · WIX STUDIO
DESIGN SYSTEMS & UI
Component libraries · Typography, colour & motion tokens · Brand-consistency audits
FIGMA LIBRARIES · ADOBE ILLUSTRATOR
GENERATIVE AI
Prompt engineering (copy, visuals, concepts) · AI-assisted research synthesis · Rapid asset generation & iteration
CHATGPT · DALL-E · MIDJOURNEY · MAGICIAN

ACHIEVEMENTS

Scroope 28, Cambridge Architecture Journal	
<u>PUBLICATION</u>	2018
Research Paper Publication “Indigenous Architecture in Motion”	
Lemkin Reunion IV, Central European University (Budapest)	
<u>INVITED SPEAKER</u>	2018
Presented a paper “Architecture, Media & Migration” CEU Research Paper Publication “Circassian Heritage in Syria”	
Bauhaus Essentials Award and GRAFE Creative Prize	
<u>WINNER</u>	2015
Dual juried honours for multidisciplinary project “War & Media”	
X-Media Architecture	
<u>INTERACTIVE LIGHT INSTALLATION</u>	2015
Exhibited at Bauhaus-Universität Weimar’s summaery media-arts show	

Bauhaus-Universität Weimar	
<u>ELECTED REPRESENTATIVE</u>	2016-2017
Managed cultural budgets and tech support at Faculty Council (Fachschaft) & University Senate (StuKo)	
LOUNA International Bamboo-Camping competition	
<u>FINALIST</u>	2016
Eco-resort concept selected among the top 10 of 200 + global submissions	
Doha National Park Competition	
<u>3RD PLACE</u>	2015
Closed international tender for an innovative landscape and water-management strategy	
International Committee of the Red Cross	
<u>VOLUNTEER PARAMEDIC</u>	2004-2008
Trained in First Aid, Disaster Response & International Humanitarian Law; served on emergency-response teams	