



TAREK ALEXANDER KHNIJER

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PROFILE

Interaction Design graduate from Malmö University with a background in Business Administration and Marketing. Passionate about digital experiences, user-centered design, customer journeys, and digital innovation. Experienced in user research, prototyping, usability testing, and cross-disciplinary collaboration. Interested in how data, technology, and design can be combined to create meaningful customer experiences across digital channels.

CORE COMPETENCIES

- User Experience (UX)
- Customer Experience (CX)
- Interaction Design
- User Research
- Usability Testing
- Prototyping
- Customer Journey Analysis
- Figma
- HTML/CSS/JavaScript
- Digital Marketing
- Analytics
- Design Thinking
- Stakeholder Collaboration

SELECTED PROJECTS

BACHELOR THESIS, SMELL AS AN INTERACTION MATERIAL

- Explored how smell influences participation and communication.
- Conducted user studies, observations, interviews, and interaction analysis.
- Developed and evaluated interactive prototypes.
- Synthesized research findings into design recommendations.

CLIMATISE SCENT

- Designed a sensory interaction concept combining smell and temperature.
- Conducted user testing and prototype evaluation.
- Improved the design through iterative feedback.

PARTITECT

- Co-designed a mobile event-planning application.
- Created user flows, prototypes, and interface concepts.
- Focused on user experience, customer journeys, and intuitive digital interactions.

WORK EXPERIENCE

MALMÖ UNIVERSITY/ OLFACTORY DESIGN AND RESEARCH (ODR) GROUP

2024 - 2024

Conducted user research, usability testing, and iterative prototyping within sensory interaction design projects. Collaborated with researchers and designers to develop, evaluate, and improve user experiences. Planned and facilitated user testing sessions, analyzed participant feedback, and translated findings into design improvements. Worked across research, design, and communication activities in a multidisciplinary environment. Collaborated with multidisciplinary teams to improve user experiences through research-driven design decisions.

LANTMÄNNEN MACHINE/WAREHOUSE WORKER,MALMO

2023 - 2025

MATAR NUTS / WAREHOUSE WORKER, STOCKHOLM

2020 – 2022

Café Albert/Café assistant, STOCKHOLM

2016 – 2019

Al Samah Company/ Site Manager,SAFITA

2012 - 2013

In my role as site manager, my responsibilities included, among other things:

- Responsibility for the sales and delivery of our products
- Responsibility for the office's revenue and profit budget, staff, as well as quality and environmental work

Montana Mall/Restaurant Manager, ALEPPO

2011- 2012

In my role as a restaurant manager, my responsibilities included, among other things, following the budget, guidelines, and work routines, as well as developing the work around it.

Montana Mall/Supervisor, ALEPPO

2010 - 2011

In my role as a leader, my responsibilities included planning, leading, and delegating tasks, as well as being available as support for the employees.

Safita Cham Palace Hotel/Swim Instructor and Lifeguard, SAFITA

2008 - 2013

EDUCATION

Malmö University/ Bachelor of Science (BSc) in Interaction Design

Graduated 2026

Bachelor of Science in Interaction Design focused on creating meaningful and user-centered digital experiences. The program combined user research, prototyping, usability testing, and design thinking to develop products, services, and systems that are both effective and engaging. Through interdisciplinary projects, I gained experience in understanding user needs, collaborating with stakeholders, and designing solutions that create value for both users and organizations.

Malmö University/ Language and Didactics, 90 ECTS

2024 - 2025

Developed advanced skills in language, communication, literature, and intercultural understanding. The coursework included language analysis, communication, teaching methods, and working with diverse cultural and social perspectives in multilingual environments.

ASTAR School/Stockholm / Accounting Assistant

2020 - 2021

Education in accounting, finance, and business administration. Developed knowledge of bookkeeping, payroll administration, invoicing, taxation, financial reporting, and administrative processes used in businesses and organizations.

Aleppo University / Bachelor's degree in business administration and marketing

2008 – 2012

Studied business administration, marketing, finance, management, organizational development, human resources, and international business. Developed an understanding of business strategy, decision-making, leadership, and market-oriented thinking.

CURRENT CERTIFICATIONS/COURSES

2021	IESE Business School / Specialization Think like a CFO
2021	University of Michigan/ The Future of Payment Technologies
2020	Yale University/ Financial Markets
2020	University of California/ Project Management (Specialization)
2017	Axelsons Institute/ Healingmassage
2015	American International Center for Training/ Communication Skills
2014	International Center for Human Construction, American board/(NLP)
2013	ICDL Certification/ ICDL License
2009	IFRC/Pool Lifeguard

LANGUAGE SKILLS

- Arabic, Native
- Swedish, Professional Working Proficiency
- English, Professional Working Proficiency

Driver's License

Swedish Category B Driving Licence

Volunteer Work

Noak's Ark, Stockholm (2018–2022)

- Discussion Group Leader
- Family Activities Volunteer

UNICEF, Syria (2010–2013)

- Supported activities focused on the wellbeing and social inclusion of refugee children.

Hobbies & Interests

- Travel
- Photography
- Design
- Technology
- Volunteering

REFERENCES

References available upon request