

Qualification

UX/UI Designer with 6 years experience, 4+ in the application and web design.
Expertise with Sketch, Adobe Illustrator & Photoshop.

Expertise

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|---|---|--|
| <input type="checkbox"/> UI/UX | <input type="checkbox"/> Design solutions | <input type="checkbox"/> Branding & Identity |
| <input type="checkbox"/> Interaction design | <input type="checkbox"/> App & web design | <input type="checkbox"/> Icon design |
| <input type="checkbox"/> Prototyping | <input type="checkbox"/> Motion graphics | <input type="checkbox"/> User journeys |
| <input type="checkbox"/> Wireframes | <input type="checkbox"/> User research | <input type="checkbox"/> Typography |
| <input type="checkbox"/> Character design | <input type="checkbox"/> User testing | <input type="checkbox"/> User Flows |

Work Experience

OCT, 2017-OCT, 2018

Digitalage-inc. UX/UI Designer

- Designing wireframes, user stories, user journeys, mockups, and prototypes optimized for various devices and interfaces.
- Conduct website analyses of existing websites, Identify UI/UX problems and advising solutions, with an elevated new design.
- Planning & conducting user research, user testing, prototyping, & usability testing.
- Making strategic design and user-experience decisions concerning functions and features.
- Facilitate the client's product vision by researching, sketching, wireframing and participate in creating content for digital products.

AUGUST, 2013-FEB, 2017

Cetera Technology LLC. UI/UX Designer

- Designing the project from concept to usability and build
- Designing and creating enticing motion graphics for video deliverables (corporate videos, tutorials, websites, etc.)
- Working collaboratively with Creatives, Developers and online marketers to deliver a digital output of the highest quality
- Design and deliver wireframes, Mockups, user journeys, and prototyping optimized for different devices and interfaces.
- Presenting creative ideas/treatments to the team and clients.
- Attending events & engaging with the digital creative community
- Designing cutting-edge websites, apps, interfaces, and digital campaigns
- Creating visual designs including corporate Identity, infographics characters, icons, and brochures.
- Working with typography, layout, color and grid structures
- Manage content distribution to online channels & social media platforms to increase web traffic.

JUNE, 2014-April, 2016

TITIANS SOLUTIONS S.A.L, UI Designer

- Creating artworks and visual illustrations
- Designing infographics, backgrounds, icon sets, characters, posters, flyers, storyboards and Social media banners
- Creating wireframes, storyboards, and user flows to effectively communicate interaction & design ideas.
- Application design and prototyping, according to material and IOS design style guides.
- Developing graphics and layouts for product illustrations, visual identity, logos, and responsive Web sites.

- Select colors, images, text style, & creating promotional materials
- Participated in the brainstorming sessions to share a new design perspectives and ideas

Work Experience

May, 2013-August, 2013

INCEPTION, Graphic Designer

- Design logotypes for products, branding & Identity for businesses
- Employ color, type, illustration, photo manipulation, editing, & various print and layout techniques when designing a project
- Creating Character design, visual illustrations, backgrounds, sets, characters, objects, and the animation environment
- Perform research on competitors and market trends.

June, 2012-May, 2014

PROXIMA BUSINESS SOLUTIONS, Graphic Designer

- Developing concepts, graphics & layouts for product illustrations, company logos, flyers, posters, and websites.
- Determining size and arrangement of illustrative material, font style, and size of visuals.
- Images manipulation for the websites to promote the company's offerings online.
- Designing logos and stationery, visual identity, banners & menus.

August, 2011-June, 2012

Freelance, Graphic Designer

- Draw and print charts, graphs, illustrations, and other artwork
- Develop graphics and layouts for product illustrations, logos, Invitations, flyers, book covers, certificates
- Selecting paper type, Preparing and proofing designs for final publication.

Skills

Languages

- Excellent knowledge in Arabic and English

Software Proficiency

- Design Softwares: **Adobe Illustrator / Adobe Photoshop / Adobe Indesign Sketch / Affinity Designer / Adobe Aftereffect / Adobe Premiere**
- Prototyping Softwares: **Invision / Proto.io / Adobe Experience**
- Communication & Management: **Slack / Jira (Atlassian) / Trello**
- Content Managment Systems: **Wordpress**

Education

Lebanese International University (LIU)

Bachelor of Art in Graphic Design - Beirut 2009-2013

Training

SkillShare:

Intro to UX: Creating Great Omnichannel Experiences
Intro to UX: Fundamentals of Usability
Understanding Web Development: A Beginners Guide to the Web
UX Design: The Art of Writing Annotations
Intro to UX: Conducting Smart User Research
Mobile App Design from scratch with Sketch 3 - Part 1 (UX Research)
Mobile App Prototyping: Designing Custom Interactions
Build a Website with HTML, CSS, and Javascript
An Introduction to Responsive Web Design: One Design for Every Device
Web Design Essentials: Creating Marketing Homepages That Drive Results
HTML5 Introduction- W3Cx

Edx

Introduction to HTML and JavaScript - Microsoft

Udemy

IOS 11 & Swift 4 - The Complete iOS App Development Bootcamp

Workshop

Lean UX Seminar Berytech, Beirut 2016