ASMAHANE KHAWAJA   UX and Brand Designer

asmahāne

I combine emotional intelligence with the design thinking process to create exceptional user experience from ideation to development stages.

Employment

Emotional UX UI Designer, London 2019-Present

Snapify is an award-winning deep-tech company in the sports and entertainment market. Working on the emotional-based UX design for a client-facing dashboard for B2B clients and partners. Responsibilities include mind-mapping, design strategy, brainstorming, design architecture, UI design, animations and transitions, prototyping.

Multimedia Specialist, Lebanon 2014 - 2018

Mobimind is a leading mobile VAS & Unified Solutions company in the Middle-East offering innovative solutions for Telecom Operators. I worked there for 4 years and gained experience in graphic, app, and web design as well as animation and front-end development. Led on ideation and creation of a fantasy football app that makes football lovers fully engaged by playing games and collecting coins, do predictions, create a team and play with opponents.

Project Description and Skills

UX design and strategies for Apps

Treeat is my dissertation project and it was about helping people with food-related diseases to self-manage their eating. It provides a 360-degree experience for its users starting with health records tracking to advice to personalized food delivery. It contains 3 different types of AI that help to deliver exceptional user flow and create the most personalized experience. A detailed UX process was followed including real interviews, competitor research and lateral evaluation, accessibility and mobile health guidelines, creation of a walk-through prototype followed by testing and iterations.

Fantasy Football was created starting with the concept of betting in football and engagement through games, competitions, and rankings of the users. The app was divided into two big parts: quizzes to earn in-app currency and betting on football matches to win more in-app coins or prizes. After designing all the screens based on the best UX and guidelines, I did a 2d explainer video to show the features of the app.

Brand Builder is a professional and social platform for people to build their portfolio in order to enhance the process of talent discovery by a client. The platform allowed users from the same fields to compete and the rankings be viewed by a client, connecting them to the appropriate professional. Brand Builder has an in-app currency that can be passively earned based on the number of profile views. The in-app currency can later be transformed into stars, favourites and reviews that impacts the social ranking. I focused on a detailed branding process creating the name and logo based on the golden ratio rule, brand promise, tagline. Then I went through all the design process by creating red-routes, sitemap, scamps, wireframe, design,

UX and Development for Web

Portfolio website is a personal branding project to position myself as a leading UX/UI designer and demonstrate skills, personality and signature style. It was divided into 4 important sections: "Who I am" - sections with my details and personal statements," What I do" - description of my skills and expertise, "My Case Studies" demonstrating my portfolio and projects, and "My Contact details". Once the branding and UI design were finished, I also did the development using Html, CSS, JavaScript for animations and breakpoints for responsiveness.

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Portfolio asmahankha1eaa

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Certificates

2018 Brunel University London

2019 MSc in digital design and branding

Key modules: **Strategy, brand experience, UX design, digital media technologies**

2017 The Interaction Design Foundation

Certificates in user experience design and design thinking.

2014 Holy Spirit University of Kaslik, Lebanon

2017 Bachelor's degree in Multimedia

Key modules: **animation, interactive design, graphic design**

Technologies and Tools

UX and Development

sketch (AnimaPlugin)	Dreamweaver
Principle	Html
Invision	CSS
Adobe XD	Javascript
Adobe Muse	Visual Basic

Animation and Design

Autodesk Maya	Photoshop
3DsMax	Illustrator
Iclone	InDesign
Crazy Talk	After Effects
Premiere	Edge Animate

Snapify Dashboard is created for different types of audiences including venues, sponsors, clubs, and agencies and their various emotional contexts. The main purpose was to make the user journey as smooth and intuitive as possible. It was achieved through consistency, detailed UI elements that highlight what is important and make it easy to access the main sections. The key tasks and screens were creating a campaign, checking fan data, customizing analytical widgets and doing overlays design and segmentation. An interesting new plugin called Anima was used to create animations and translate all the designs into a responsive code.

Branding, Advertising, and Animation

Fashion Styling was about branding myself as a fashion stylist that targets women in London and works with them to change their mood and improve their self-confidence through colour therapy. The clients could fill in their profile, complete personality test and defining their budget range. Based on these details I would create and deliver a suitable styling box. A lot of focus was on the branding process and brand guidelines where I used a tagline that says "Style, Colour, Emotion", a brand promise "A style for every story, for every mood".

Kriks was a group project with a purpose to change people's perceptions about eating insects. We introduced it to the health and fitness market, designed the logo and the packages of the protein bars and shakes. Also, we worked on many concepts for the campaigns and we suggested ideas to create a brand experience and achieve the project target.

Olly the monkey CGI was a CGI funny video done as my bachelor's degree project using Maya software. I did the modelling of all the objects and background, animations, lighting, and cameras in the scenes.
I edited everything together with some clips, sounds, and visual effects and in the end, I created a booklet that shows all the steps in detail.

Interests

Innovation	Sports
Digital	Technology
Entertainment	Drawing
Music	Painting
Design	Reading

Languages

Arabic, Native	French, Fluent
English, Intermediate	Mandarin, Basic