

# CYNTHIA HINDY

Graphic & Media Design

## EXPERIENCE

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UX/UI Designer 2018 - current	Inimoney Gather & evaluate user requirements in collaboration with end-users, product owners & engineers Illustrate design ideas using storyboards, process flows & sitemaps Develop UI mockups & prototypes that clearly illustrate how the sites function Prepare & present rough drafts for internal teams and key stakeholders Identify & Troubleshoot UX problems
CREATIVE DIRECTOR 2015 - 2018	L’interactif Working Closely with clients, meeting them from the project start til delivery, answering their questions and responding to their requests Outlining basic presentation concepts and determining project schedule Designing web projects, re-designing or recommending changes to improve final results, while working closely with Web & App developers and Graphic designers Obtaining client approval on final layouts and designs Testing the jobs prior to delivery Managing some clients Social Media pages and boosts, after creating plans and estimations for their digital marketing tools
WEB DESIGNER 2013 - 2015	L’interactif Meeting clients to assess their needs Creating the Site map before starting with the design Creating the graphics for the website, like icons and design elements Creating the website layout and design Working with web developers to program the major and minor website animations Testing the website across different platforms
GRAPHIC DESIGNER & 2D ANIMATOR 2012 - 2013	Mediagates - Orbit Productions Designing greetings and mobile content Designing magazines and print media Animating 2D greetings and short videos
GRAPHIC DESIGNER 2011 - 2012	Link Advertising Meeting clients to discuss their branding needs Developing design briefs to present to the client Creating corporate identities and designing outdoor marketing media Proofreading, and following up with the printing press until project delivery

## EDUCATION

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GRAPHIC MEDIA DESIGN 2009 - 2012	AUL University
CERTIFIED PERSONAL TRAINER 2016	IFBB Level 1 & 2
LIFE SCIENCE (SV) 2009	Maison Centrale Charite

## SKILLS

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- Project management
- Knowledge in HTML & CSS
- Adobe AI, XD, Premiere, After Effects, PS

## CONTACT INFO

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