

VERA CHERFANE

UX/UI Designer

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EXPERIENCE

UX/UI Designer

Washmen 📅 01/2019 - Ongoing 📍 Lebanon

A mobile based laundry service that picks up and delivers straight to your doorstep.

- Develop and conceptualize a comprehensive UI/UX design strategy for the brand after a strong qualitative & quantitative research
- Communicate with drivers & users, user interviews to understand their business goals and objectives
- Deliver wireframes and mockups optimized for a wide range of devices and interfaces
- Test the beauty of the interface and the feasibility of the product by users

UX/UI Designer

Netways 📅 01/2018 - 01/2019 📍 Lebanon

Information Technology Business Solutions to governments and organizations in all industries

- Understand business requirements document
- Illustrate design ideas after generating sitemaps
- Develop wireframes and prototypes around customer needs, test the feasibility of the product and find out the problem

Digital Designer

Freelance 📅 2017 - 2018 📍 Remotely

- Logos, posters, print, billboards designs, social media posts designs

Video Editor

Pro-studio 📅 2017 - 2018 📍 Lebanon

- Trimming footage, Inserting dialog, sound effects, music and special effects

Co-owner

Wrap and Sparkle 📅 2016 - 2017 📍 Lebanon

Online shop for handmade decorations

CERTIFICATIONS

Designing an Icon with Sketch

Lynda.com - 02/2018

Skecth for UX Design

Lynda.com - 02/2018

Skecth Mobile Design Workflows

Lynda.com - 02/2018

Managing a Design System with Sketch

Lynda.com - 02/2018

DELFI B1

USEK - 2015-2016

EDUCATION

B.S. Digital media

USEK

📅 2014 - 2017 📍 Lebanon

Baccalaureate in Human Biology

Lycée Public

📅 2013 - 2015 📍 Lebanon

SKILLS

User experience

User journey

Qualitative research

Quantitative research

User observation

Ideation

Market scan

Tools & Technologies

Sketch

Invision

Marvel

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premiere Pro

In-design

Adobe XD

Adobe Dreamweaver

Pro tools

Avid Media Composer

Braze

Amplitude

Soft skills

Perfectionist

Communication

Teamwork

Problem solving

LANGUAGES

English

Intermediate



French

Intermediate



Arabic

Native

