CV
Marwa A. Kobeissi

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tools

Photoshop
Illustrator
InDesign
Figma
Excell
Power Point

skills

User Experience
Interface Design
E-commerce
Prototyping
Research
Problem Solving
Brand identity

languages

English, Arabic, and French

experiences

UX, UI, Visual Designer
10.2018 - 02.2020 Finders.co
- Worked as the sole designer in the start-up
- Reduced the bounce rate by 5.8%
- Located Finders strength points in the local market
- Research UX case studies and best practices
- Develop designs based on the brand requirements
- Create low to high fidelity interactive prototypes
- Locate on-going user experience blockages
- Prioritize tasks based on gathered data
- Design the UX and UI of new features for responsive web
- Design UI elements and tools
- Redesigned existing pages
- Present and hand-off designs
- Work closely with engineers on product development
- Conduct user testing using online platforms
- Review and iterate on the information architecture
- Collaborate with the marketing team on designs for content
- Design posts for marketing communication's strategies

Finders is an e-commerce website that makes it easy to shop Nordstrom, Amazon, Walmart, Macys, and other international stores to your doorstep anywhere in Lebanon.

Freelance graphic designer
2010 - present Self-employed
Brand identity . Logo design . Flyers . Posters . Social media posts . User Experience and Interface Design.

Graphic Designer
08.2012 - 06.2013 Leoburnett Beirut
LeoBurnett is an international advertising agency

Technical Director Coordinator
06 - 08.2018 Beiteddine Art Festival
Managed the team, schedules, lead communication between the suppliers and the artists to fulfill the technical riders requirements (backdrop, sound, light, venue, etc.)

Bookshop Manager and Graphic Designer
04.2012 - 09.2016 Beirut Art Center
As a graphic designer, I was responsible for the exhibition's posters, invitation cards, educational worksheets, hand-outs, catalogs, newsletters, tote bags, consultations, wall vinyl.
BAC is a non-profit association, space, and platform dedicated to contemporary art in Lebanon

education

UX courses (In-progess)
2020 - present Interaction Design Foundation

Introduction to User experience
2018 Coursera Certificate

Bachelor of Graphic Design
2009 - 2012 Lebanese International University (LIU)