

Cynthia Daou

UX UI Designer

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Work Experience

Inkript Technologies - Lebanon • *Digital Security Solutions*

06/2021 - Present

UI / UX Designer

- Applied user-centric design principles to solve complex problems and enhance user experiences, ensuring a 25% increase in user satisfaction
- Incorporated quantitative and qualitative research methodologies, including surveys, interviews, and cultural probes leading to a 15% improvement in data-driven design decisions
- Introduced user testing techniques, including first-click testing contributing to a 20% increase in the overall usability of digital products
- Led sessions with the business team to gather requirements and collaborated with the development team to translate them into functional specifications, site architecture and user flows resulting in a 30% improvement in project efficiency
- Developed 15+ wireframes and prototypes, for both mobile and web design, to ensure the delivery of user-friendly interactions in the finalized UI designs

Freelance

01/2020 - Present

UI / UX Designer

- Successfully completed 10+ diverse projects, demonstrating adaptability to various industries and design challenges
- Implemented responsive design principles, enhancing user experience across multiple devices and screen sizes
- Secured repeat business from 70% of clients, demonstrating a high level of trust and confidence in design capabilities.
- Met project deadlines, ensuring on-time delivery of design solutions
- Stayed updated on the latest design trends and technologies, contributing to a 20% increase in the adoption of modern design practices

Douze Degres • *Design and Multimedia Agency*

04/2019 - 05/2021

Graphic Designer

- Collaborated closely with clients to understand their vision and goals, translating their ideas into visually appealing and effective design solutions
- Created brand identities through innovative name creation, logo design, and comprehensive branding strategies, enhancing overall brand recognition resulting in a 15% improvement in brand recognition within target audiences
- Applied advanced typography techniques and demonstrated expertise in layout design

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Education

Arab Open University, Lebanon

09/2018 - 12/2021

Bachelor Degree in Graphic Design and Multimedia

Skills

Design Tools Figma, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Miro, Balsamiq

Basic Knowledge in HTML, CSS, Bootstrap, Adobe Premier

Other

Certifications Design for the 21st Century with Don Norman, Data-Driven Design: Quantitative Research for UX, Perception and Memory in HCI and UX, Human-Computer Interaction: The Foundations of UX Design, Journey Mapping