

# Hussein Trad

UI/UX designer

I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior.

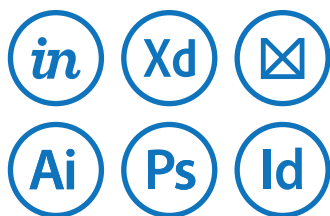


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## SKILLS EXPERIENCE

### SOFTWARES



### DESIGN

Prototype, UI design, UX design, Web & App Design, Workflows  
Design thinking, Sketching, Branding, Illustration & Graphic Design

### LANGUAGE

Arabic ■ ■ ■ ■ ■  
English ■ ■ ■ ■ ■  
French ■ ■ ■ ■ ■

### TECHNICAL

CSS ■ ■ ■ ■ ■  
HTML ■ ■ ■ ■ ■  
JIRA ■ ■ ■ ■ ■

## EDUCATION

2012 - 2016 LIU Lebanese International University - Bachelor's Degree in Graphic Design  
July 2013 Formatech Learning Center - Certificate in 3D max  
2009 - 2011 CNAM University Diploma of Computer Engineer - Option Networks, Systems & Multimedia.  
June 2009 MTC Training Center - Certificate in Adobe Suite  
2002 - 2007 Lebanese University, Faculty of Sciences - Maitrise in Applied Math (Computer Sciences).

## WORK EXPERIENCE

**serVme** Senior UI/UX Designer, Data Analytics July 2015 - June 2020 & July 2022 - Present

- Designed internal products for teams spanning across online bookings, payments, and reservations on web, Android and iOS.
- Led initiatives to define guidelines and microinteractions for our UI.
- Responsible for user research, information architecture, prototyping and user testing across all products.
- Collaborated with product managers, business team and engineers to help define product requirements and road map.

**RingNBring** Senior UI/UX Designer December 2020 - June 2022

- Responsible for user research, information architecture, prototyping and user testing across all products.
- Exploring multiple concepts to elevate the design system

**Freelance** Senior Designer (UX/UI and graphic designer) March 2018 - Present

- Consulted with tech startups (in the BDD community) to review their products and provide design solutions to solve user needs and business challenges through user research, workflows and prototyping.

Some clients: Agricom, Clickomart, Apellai, Schedex, Meet & Mingle

**Doculand** Senior Graphic Designer, Digital Design Copy Center December 2010 - July 2015

- Project management of primary clients. Part of the creative department team.
- Handling branding and Marketing campaigns.

Some clients: Order of Pharmacists Conference in Biel; Marketing campaign for Ariel at Beirut Souks.

## INTERESTS

Photography, Tennis, Fine Arts, History, Music, Animation, Manga

