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## Summery

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Accomplished UX/UI Designer with years of experience in crafting immersive and user-centric digital solutions, specializing in user experience (UX) design, user interface (UI) design, and user testing. Passionate about creating intuitive, accessible, and visually appealing interfaces that not only meet, but exceed business objectives.

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## Experiences

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### **The Africa in Me, Los Angeles, California** **Senior UX Designer**

2023 – Present

Developed and implemented user-centered design practices, including regular usability testing and research to continuously improve user satisfaction and address pain points. Conducted weekly design meetings to promote teamwork, delivered status reports to the Vice President, and contributed to prioritization efforts.

- Led the initiative for the standardization of UX patterns, ensuring consistency across all design elements while maintaining the brand's overarching visual identity.
- Elevated user engagement by redesign of the website's information architecture, resulting in a more accessible and user-friendly design.
- Oversaw the quality and timelines of projects, offering guidance and supervision of 2 junior team members to uphold exceptional standards.

### **ReDI School of Digital Integration, Los Angeles, California** **UX Design Instructor**

2023 – Present

Design interactive and motivational classroom activities to fully engage participants and to reinforce student learning. Respond to student questions and learning needs in a timely manner. Collaborate with other instructors and educational staff to enhance the overall learning experience and promote cross-disciplinary knowledge sharing.

- Develop and update curriculum materials to ensure alignment with the latest industry trends, tools, and best practices in UX design.
- Provide personalized feedback and coaching to 18 students, fostering their growth and proficiency in UX design principles and methodologies.

### **Dar Al-Handasah, Los Angeles, California** **Art Director**

2010 – 2023

Developed visual concepts and design elements consistent with the organization's branding and messaging. Managed multiple projects simultaneously, from raw concept to execution. Showcased a strong proficiency in reviewing design

previews with a keen eye for precision, consistency, and alignment with project objectives. Achieved outstanding results in high-pressure environments, demonstrating exceptional skills in task delegation, efficient execution, and quick improvisation within tight time constraints. Consistently delivered successful outcomes and exceeded expectations, contributing to the overall success of projects. Oversaw and managed external art resources. Mentored junior designers, providing guidance and support in their professional growth.

- Exceeded 56.4% increase in client acquisition through strategic design initiatives, setting the company apart from rivals.
- Created 90% of promotional materials, including visual identities, color palettes, presentations, and reports.
- Managed a design team of 6 and led creative direction for all projects, ensuring the delivery of high-quality work on time and within budget.
- Delivered over 46 international projects from raw concept to execution with cross-functional collaboration with urban planners, and project managers at all organizational levels, both internally and externally.
- Developed more than 120 visual assets and design elements elevating the quality and impact of projects to new heights.
- Coordinated and facilitated over 10 workshops, providing training opportunities for graphic designers and engineers to acquire proficiency in Adobe InDesign.

**Tomkin Outreach, Los Angeles, California**  
**Senior UX Researcher**

2023 – 2023

Create and update workflows to maintain effective and efficient collaboration across departments and stakeholder. Conducted training sessions for junior UX team members, equipping them with the skills and knowledge necessary for effective UX research and design practices. Collaborated on the creation of two form designs, facilitating essential interactions and kickstarting operational processes.

- Pioneered the design and development of a dynamic "Coming Soon" page on the very first day of employment, enabling the business to establish an online presence and engage potential users.
- Led cross-functional teams in conducting in-depth user research, including interviews, surveys, and competitive analysis, to gather valuable insights for product improvements.

**Go Journey, Los Angeles, California**  
**UX/UI Designer**

2022 – 2023

Designed the entire user interface of the mobile application, resulting in enhanced user engagement and satisfaction. Successfully created a seamless and satisfying user experience, leading to the development of an exceptional mobile app with unique features not found in competing applications. Stayed updated with the latest design trends and technologies, including Artificial Intelligence (AI), and applied them to deliver innovative solutions. Received positive feedback from targeted users (Generation Z) regarding the design initiatives.

- Implemented user surveys that increased response rates and led to a 74% increase in actionable insights.
- Achieved 85% satisfaction from users during initial user testing, demonstrating the effectiveness of our user-centered design approach.

- Crafted a user journey that streamlines the navigation process, enabling users to effortlessly reach their desired destination with a 7-second reduction in overall navigation time.

**Aveo Studio, London, UK**  
**UX/UI Designer**

2018 – 2019

Utilized problem-solving skills to develop user-centric solutions that ensure a positive and satisfying user experience. Worked directly with developers to implement the design effectively. With a strong focus on user experience design, consistently delivered human-centered and intuitive digital experiences. Successfully completed projects within scheduled timelines and budget constraints.

- Delivered and launched new websites that increased sales by 17.6% within three months.
- Established strong relationships with stakeholders, leading to a 40% retention rate and a deep sense of trust and partnership.
- Created an impressive "Our Story" page showcasing brand history, mission, and values to enhance brand loyalty.

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## Education

**MA in Communication Design**  
Kingston University | London

2009 – 2010

**BA in Information Design**  
University of the Arts London | London

2006 – 2009

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## Qualifications Summary

**Areas of Expertise**

UX Research | Visual Design | A/B Testing | Competitive Analysis | User Empathy Map | Persona Creation | Affinity Mapping | Design System | Information Architecture | Iconography | User Flow | Interactive Prototype Low/High Fidelity Design | Usability Testing | Data Analysis | UI Kit | Google Analytics | Communication | User Research | Leadership | Product Design | Presentations | Wireframing | Web Analytics | Project Management

**Design Software**

Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe XD | Figma | Invision | Sketch | Jira | Miro

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## Awards

**ABC Typography Awards**  
London

2009

*References: Available upon request.*