



## SKILLS

### TOOLS

Adobe Creative Suite  
Figma  
Sketch  
Balsamiq Mockup  
Protopie  
VS Studio Code  
Axure RP

### DESIGN

Visual Design (Colour, typography and Layouts)  
Design Research  
Human Centred Design  
Interactivity and animation  
UI Prototyping  
Mobile (iOS & Android) Design  
Implementation with developers

### RESEARCH

Competitor analysis  
User & SME interview  
Customer Journey Maps  
User Research  
Information Architecture  
Usability/User Testing  
A/B Testing  
Persona Development  
User Flows & Diagrams

### FRONT END DEVELOPMENT

HTML5  
CSS3

## EDUCATION

### UI/UX Design

Postgraduate Diploma (2020)  
Flatiron School, London

BSc Multimedia Solutions  
(Internet) (2012)  
London Metropolitan University

## ABOUT ME

I am a forward-thinking Product Designer with Front-End Development skills (HTML5, CSS3). I enjoy working along Software Engineers driving the products forward while interacting with customers and teams, ensuring the delivery of features are on the right track.

## CURRENT EMPLOYMENT

### UI/UX DESIGNER | Westco Communications, Westminster (August 2021 - Present)

I am the **Lead UI/UX Designer** for the UK's leading Public Sector Communications Agency specialised in working with local and central government to provide strategic communications support.

Under the leadership of the Executive Creative Director, I manage multiple projects. I liaise directly with high-profile clients translating their business and strategic objectives into a well-devised product and disseminating information to a team of engineers.

### Achievements

- In the first month of employment, I was tasked with engaging a new client. I put together a successful presentation and I got the client on board creating revenue for my company
- Using human centered design approach, I designed a high impact product that was co-signed by the NHS and sold to partner companies, creating revenue for my company
- Exceeding management expectations in client management and business development
- Promoted to mentor for training junior designers
- Trusted to liaise directly with clients, engineers and developers
- Contributed to daily team meetings with ideas and suggestions for improvement in processes and systems.
- Praised by management for enhancing user experience by incorporating usage metrics and usability findings into designs

### UI/UX DESIGNER | Freelance (July 2020 - July 2021)

I managed different digital products.

- Helped define user requirements, create wireframes and the visual design of the UI for web-based e-commerce products
- Conducted competitor's analysis, usability testing and illustrated high-fidelity design ideas using storyboards, process flows and sitemaps.
- Identified the user needs and pain points by mapping out happy and unhappy user scenarios and flows, creating user personas and problem statements
- Created product prototypes

### UI/UX DESIGNER | Snowball, London (April 2020 - June 2020)

I worked within a team of 3 UI/UX designers rebranding the client's website.

- Conducted market research and analysis
- Information architecture and journey mapping
- Human centred design approach in website redesign
- Developed brand redirection and a design system



### **DIGITAL DESIGNER | BigFoot, Qatar (September 2016- November 2019)**

I led in the creation, development and management of the website of a fast-growing company offering innovative care solutions for luxury cars.

- Shared in-depth knowledge of website usage gained through research and tools such as Google analytics and produced monthly reports on visitor statistics
- Analysed effectiveness of social media platforms and identified development opportunities
- Built strong working relationships with teams across the organisation and beyond
- Designed user interfaces for existing and new deliverables
- Led successful presentations of user interface concepts and design approaches
- Creating user interface implementation specs in the form of a UI Specification
- Acted as a resource for implementation and troubleshooting
- Acted as a primary decision maker regarding all User Interface designs.

### **WEB DESIGNER | Run Wild Media, Canary Wharf (June 2012 - August 2016)**

I worked for a company that published luxury lifestyle magazines showcasing sophisticated metropolitan living. Working in a team of 20 with 3 specialised teams, Front-End Engineers, Back-End Developers, we, the Designer team, were responsible for turning the print magazine into digital format.

- Worked closely with Front-End Developers incorporating functionalities and features into websites
- Conceptualising creative ideas with design team and developers
- Designing visual imagery in line with company branding
- Designed user interfaces for existing and new deliverables
- Maintaining the appearance of websites by enforcing content standards
- Worked with different content management systems
- Prepared design plans and presented the website structure