ASSAAD AKL

UX-UI DESIGNER

D.O.B: 11 April 1995

Nationality: Lebanese

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PROFILE

Multimedia engineer specialized in UX UI, putting the user at the heart of every choice. Passionate about UX, creating optimal experiences with tools such as Figma, Sketch, Adobe Xd, etc. Autonomy, team spirit and problem-solving are my strengths. Data-driven approach, application of Agile Scrum methods and a Design System for strategic solutions.

EXPERIENCE

UX-UI / Web Designer | Feb 2022 – Present
OSN / *Dubai Media City, UAE*
(Indirect Contract - Working Remotely)
Business: Media

Carrying out benchmarks and audits, as well as facilitating co-design workshops. Close collaboration with UX writer, UX lead and engineers for smooth integration. Participation in agile team rituals, including in-depth research, creation of flowcharts and use of affinity diagrams for robust architecture. Development of key personas to guide design. Translation of requirements into detailed wireframes to solve customer challenges. Design of interactive prototypes focusing on navigation, layout, usability and accessibility. Extensive testing for optimal user experience. An iterative process to ensure quality design.

UX UI Designer | Sep 2020 – Jan 2022
Media Unit DMCC / *Jumeirah, UAE*
Business: Multimedia

Use agile methods while working on various applications and websites covering diverse fields: media, medical, tourism, catering, beauty, etc. Conduct interviews with customers and users, create flow diagrams, design captivating experiences with wireframes, mock-ups and prototypes. Collaborate with developers, responding to specific customer needs by proposing adapted solutions. Perform usability, A/B and iteration testing for all design decisions.

Junior UX UI Designer | Jan 2018 – Dec 2019
Novelus, Nexius / *Beirut, Lebanon*
Business: Telecommunications

Contribute to the creation of user-friendly digital experiences through research and bench-marking. Commit to improving functionality and design consistency by using A/B testing and user journey mapping to create wire-frames and UI designs, while keeping abreast of industry trends.

EDUCATION

International Studies Program | Feb 2020 – July 2021
Institute of Communication and Media (ICM)
University of Sorbonne Nouvelle, Paris 3 / *France*

Erasmus + Student mobility program scholarship:
Highest honors with a grade of **95 / 100** on the thesis. focusing on the field of UX/UI.

Research Master's Degree in Information and Communication | 2018 – 2020
University of Toulon / *France*

Telecom Engineer (Specialized in Multimedia) | 2013 –2018
Antonine University / *Lebanon*

CERTIFICATION

Google UX Design

LANGUAGE

ARABIC
Mother Language

FRENCH
Advanced / *Level C1*

ENGLISH
Advanced / *Level C1*

SKILLS AND SOFTWARE

Figma / Sketch / Adobe XD / Agile Scrum / Axure RP / Framer JS / Jira / In Vision / Adobe Suite (Illustrator, Photoshop, After effect …) / Confluence/ Storybook Lookback / Zeroheight / Maze / UsabilityHub / CMS / WordPress / PHP / HTML / CSS / JavaScript / AJAX / Atomic Design/ Responsive web design / Double diamant / Lean UX / Design Thinking / Design system / UX research / Benchmark / Audit