



Rayan Bou Hamdan

Passionate UX/UI designer focused on creating meaningful, durable and intuitive online experiences. Strong project management skills and experience with all aspects of the design process. Reputation for the successful delivery of end-to-end projects.

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Skills

- Information Architecture
- Micro-interaction Design
- Visual Design
- Design Systems
- User Personas
- Competitive Analysis
- Heuristic Evaluation
- Task Flows / User Flows
- Rapid Prototyping
- Usability Testing
- Interviews / Surveys
- Basic HTML / CSS

Tools

- Sketch
- Adobe XD
- Illustrator
- Photoshop
- AfterEffects
- InVision
- Flinto
- Figma
- AxureRP
- Zeplin
- Overflow
- WordPress
- MS Office
- G Suite

Languages

- **Arabic** (Native)
- **English** (Fluent)

Past Clients

- **Byblos Bank** (Lebanon)
- **Ford Motors** (Qatar)
- **ISA - International Seabed Authority** (Jamaica)
- **Nespresso** (UAE)
- **RTA - Roads & Transport Authority** (UAE)
- **Sakr Real Estate** (Lebanon)

Honorable Mentions

- **ALPHA Programme**
Web Summit tech conference, Dublin (Nov. 2015)
- **WordPress for Startups**
Cisco Entrepreneur Institute, Lebanon (Apr. 2013)
- **FYP Multimedia Projects**
American University of Beirut, Lebanon (June 2012)

Experience

UX/UI Designer - Eventa - Beirut, Lebanon Feb. 2020

- Enhanced online presence that resulted in the regional expansion of Eventa's "MoneySmart" program.

UX Architect - International Seabed Authority (UN subsidiary) - Jamaica July 2019

- Analyzed ISA's online platforms, studied the benchmarking environment, developed personas and made recommendations that helped them overcome transparency challenges in their online communications.

Senior UX/UI Designer - Johnson Luke - Beirut, Lebanon May 2017 - Mar. 2019

- Managed time across projects and competing priorities, applied relevant UX methodologies for each project, led a team of two inhouse and further freelance UX/UI designers, assigned tasks and ensured quality and consistency.
- Worked on projects across various functions within omnichannel banking systems, e-commerce, online delivery systems and internal communications systems.
- Developed process flows, style guides, design systems, mock-ups, wireframes, and prototypes to effectively communicate interaction and design ideas.
- Conducted user-studies, benchmarking analysis, heuristic evaluation and usability tests that resulted in an increase in conversion and a significant decrease in bounce rates.
- Developed and implemented training sessions on user research, usability tests, eye-tracking tests, and various design tools and prototyping software.

UX/UI Designer - Johnson Luke - Beirut, Lebanon Mar. 2015 - May. 2017

- Together with the CEO, determined design goals and transformed rough ideas and wide concepts into projects, tasks and end products.
- Created graphical assets, built information architecture, generated wireframes and high-fidelity interactive prototypes.
- Helped the CEO to build appealing pitch decks and to develop design standards that improved the company's brand image.

Design Support and Training Agent - Momice Middle East - Lebanon Oct. 2017 - Oct. 2018

- Built fully branded event communication websites, provided design services when requested by clients.
- Provided training and support for new clients and licensees.

Co-Founder/Art Director - Digico Solutions - Zalka, Lebanon July 2012 - Mar. 2015

- Co-founded and built a boutique digital design consultancy from the ground up.
- Helped clients determine their requirements and business objectives; responsible for work scope, budget management and quality control.
- Managed a team of in-house and freelance designers, photographers, illustrators, animators, front-end developers, copywriters and translators.
- Created graphical assets and animations; and built WordPress sites.
- Pitched startup ideas to investors and VC funds - secured USD15K in seed funding for an m-health app.

Education

Bachelor of Fine Arts in Graphic Design - American University of Beirut / 2008 – 2012

Recent Professional Development

- **Empathy in UX Design** - LinkedIn Learning (2020)
- **UX Design for Wearables** - LinkedIn Learning (2019)
- **UX Foundations: Content Strategy** - LinkedIn Learning (2018)
- **UX Foundations: Style Guides and Design Systems** - LinkedIn Learning (2018)
- **Design Thinking: Customer Experience** - LinkedIn Learning (2017)