



Rayan Bou Hamdan

Experienced UX/UI designer focused on crafting engaging and user-centric digital experiences. Proficient in project management and well-versed in every stage of the design lifecycle. Recognized for the successful delivery of end-to-end projects.

- 📄 Lebanese, DOB:18/05/89
- 📍 Beirut, Lebanon
- 📞 +961 3 969 575
- ✉️ rayanbouhamdan@gmail.com
- 🌐 www.2ux.cc
- 🌐 LinkedIn/in/rayan-ux

Design Skills

- Information Architecture
- Interaction Design
- Visual Design
- Design Systems
- User Personas
- Competitive Analysis
- Heuristic Analysis
- Task Flows / User Flows
- Rapid Prototyping Lo/Hifi
- 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)

Clients

- Omantel (Oman)
- Al Shaya (UAE)
- ISA (UN Subsidiary) (Jamaica)
- SABB - HSBC (KSA)
- Riyadh Expo 2030 (KSA)
- RTA (UAE)
- SNB (UAE)
- ATLP (UAE)

Honourable 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

Senior UX/UI Designer - Mirum Agency - Beirut, Lebanon

Nov. 2020 - Present

- Worked on projects across various functions including banking, e-commerce, hospitality, tourism, logistics, event management, and loyalty systems.
- Developed proposals and estimations for design activities that align with requirements outlined in leads' and clients' RFPs.
- Collaborated closely with stakeholders, and implemented design-thinking workshops to translate business goals and user needs into effective design solutions.
- Managed end-to-end design processes for challenging projects, from user research and wireframing to prototyping and final UI design.
- Developed process flows, sitemaps, design systems, presentations, wireframes, and prototypes, and applied gamification techniques to enhance engagement.

UX/UI Designer - Eventa - Beirut, Lebanon

Mar. 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

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

Design Support and Training Agent - Momice Middle East - Lebanon

Oct. 2017 - Oct. 2018

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

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 in-house and further freelance UX/UI designers, assigned tasks, and ensured quality and consistency.
- Conducted user studies, benchmarking analyses, heuristic evaluations, and usability tests, leading to boosted conversion rates and a notable reduction 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, and 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.

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.
- 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