AHMAD AMER

Senior UX/UI Designer | Graphic Designer |User Research | Web Prototyping

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SUMMARY

With over 3 years of experience in graphic design and UX/UI design, I am driven to create attractive designs and professional templates for social media posts, logos, and advertisements. My expertise in user research, prototyping with Figma, and conducting usability testing has significantly enhanced user-centered web experiences and improved product adoption rates. Additionally, I possess advanced skills in Adobe software for photo editing and video production. I am passionate about leveraging insights to design intuitive interfaces that meet business goals.

I am passionate about enhancing user experiences and brand consistency, and I am eager to leverage my extensive experience in UX/UI design to drive innovative design solutions. My track record includes boosting user engagement and conversion rates through targeted research and design strategies, which aligns seamlessly with your company's goal of transforming user interaction. With expertise in Figma and a commitment to high standards of accessibility, I am well-suited to create impactful and user-friendly designs.

EXPERIENCE

Introduction to Graphic Design

LinkedIn Learning   📅 03/2023 - 11/2023   📍 Remote

Graphic Designer

Shopify   📅 06/2023 - 08/2023   📍 Remote

- Redesigned the checkout process, resulting in a 15% increase in conversion rates.
- Developed comprehensive user flows and wireframes to streamline navigation, reducing user frustration and support tickets by 40%.
- Conducted A/B testing on various design elements, which informed the final design decisions and improved user satisfaction scores by 20%.
- Created and maintained a UI library in Figma to accelerate the design process and ensure consistency across teams.
- Facilitated user research sessions to understand pain points in the shopping experience, leading to significant UI improvements.

Senior UX Designer

Adobe   📅 10/2023 - 12/2023   📍 Remote

- Led the redesign of Adobe's main product page, increasing user engagement by 30% through improved UX and clearer CTA placements.
- Conducted over 50 user interviews and 10 usability tests to gather insights, leading to a 25% decrease in bounce rates.
- Implemented a new design system using Figma, enhancing brand consistency across all web platforms.
- Collaborated with product managers to refine user personas, resulting in a more targeted and effective product development strategy.
- Initiated and led a cross-functional team to integrate accessibility features, making the website fully compliant with WCAG 2.1.
- Spearheaded a project to utilize atomic design principles, shortening the development cycle for new features by 20%.

Graphic Design Specialization

Birzeit University 📅 02/2024 - 03/2024   📍 Birzeit University, Palestine

KEY ACHIEVEMENTS

✔️ **30% User Engagement Increase**
Redesigning the logo of an educational center, and taking over the management of its social media page on Facebook.

🏆 **Member of the Birzeit University Student Union Council Conference**

💎 **Brand Identity Development**
Design a new visual identity for the brand to increase brand awareness by 40% within six months.

💎 **Delivering projects on time**
Managed and executed multiple design projects on time, contributing to the team's reputation.

💎 **Improved Ad Creative**
Designed innovative ads that increased click-through rates (CTR) by 25% compared to previous campaigns.

SKILLS

Figma   User Research   Photoshop

Prototyping   Usability Testing

Adobe Creative Cloud   Design Systems

Sketch   3D modeling   Brand Identity

EDUCATION

Bachelor's Degree in Computer Science

Birzeit University
📅 09/2020 - Present
📍 Birzeit University, Palestine

Diploma degree in graphic design

LinkedIn Learning
📅 02/2022 - 02/2024   📍 Remote