

# DALIA HEIDAR

UI / UX DESIGNER

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## TOOLS

- SKETCH • FIGMA • InVision
- Adobe Suite (Illustrator- Photo-shop- After Effects- XD-Dimensions)
- Marval • Balsamiq • Flinto
- 3DMAX, Autodesk Certificates
- Certified Professional "REVIT® Architecture" 2020 Designer , AUTODESK Corp, CERTIFORT 2019 (ID#90066632)
- Sketchup • Vray
- Microsoft Office
- Freehand, Painting and sketching

## SKILLS

### UI Design Skills

- User Interface Elements ,Patterns& Hierarchy
- Design Principles & Heuristics , Style Guides
- Wireframing (Low, Mid& High Fidelity)
- Building a cohesive brand
- Typography,Icononography & Symbol Design
- Mobile App Design
- Design Systems
- Responsive Web App
- Responsive Grids
- Interaction Design & Animation
- Motion Design
- 3D Illustration

### UX Design Skills

- User Experience & Design Thinking
- User Psychology
- Information Architecture
- User Testing User Research
- Interpreting & Analyzing
- Business Requirements
- Personas & User Stories
- User Flows and Journeys
- Web Design (In Progress)

## Certificates & Studies

STARTAD (Venture Launchpad/ Entrepreneurship Program), New York University - Abu Dhabi (NYU -AD), (2017)

Leadership Development Certificates ,Faculty of Leadership Development Center (FLDC), UA

- Effective Presentation Skills
- Conference Organization &Writing Scientific Papers & Int. Publication.

## Publications & Honors

- Co-Author "Encyclopedia of Modern & Contemporary Architecture & their Pioneers" ,Volume1, 2 & 3
- **Ranked 2nd of Class in Interior Arch. B.Sc. Program, Faculty of Fine Arts.**

## Languages

- Fluent English
- Fluent Arabic
- French (Fair)
- HTML • CSS
- JAVASCRIPT (In Progress)

## MY PROFILE

Freelance UX/UI designer with a background in Interior Architecture, Digital Design & Research (PhD). Experienced in Visual Design, User Interactions, research & analysis, and enjoy working within a collaborative team. Working on Front-End Developer Certification.

## EDUCATION

**Front End Development Certificate**, Mentored Program with Training CareerFoundry -Germany (In Progress) also Harvard University - CS50 Course.

**UI Immersion Certificate** - UX Coursework , Mentored Program with Training CareerFoundry -Germany

**PhD in Design**  
Faculty of Fine Arts , University of Alexandria

**MSc. in Design** ,  
Faculty of Fine Arts , University of Alexandria

**BSc. in Interior Architectural Design** , with Honor Degree  
Faculty of Fine Arts, University of Alexandria

## WORK EXPERIENCE

April  
2020 to  
Present

### FreeLance UI / UX Designer

**AD4X4 LOGBOOK App.** , Abu Dhabi 4X4 Offroad Club , UAE

A Logbook App for an Offroad Club - *will be launched soon*  
Conducted User Testing on Club Members - User Experience Design & User Interface Design -Designed iOS & Android Native App & Responsive Web App.  
Worked with Club Developer

**THE GRAZZING ARCHITECT** , E-Commerce App. ,VA , USA  
Flower and Foodies small Business (*In Progress*)  
UX & UI DESIGN for a Responsive App.

**CAREERFOUNDRY PROJECTS**, Germany  
*Full Projects with Professional UI/UX Mentors and One-on-One Tutoring & Supervision through out the International Certified Program.*

Travel App  
BestBeats - *Music App*  
EL COOK - *Recipe Sharing App (Responsive Web App).*  
AD4X4 LOGBOOK- *iOS & Android App Versions*  
OnChat-Messaging App  
Noted - *Note taking App*  
DALI DZIGN - *E-Commerce App (Furniture & Design)*

2010 to  
April  
2020

### FreeLance Interior Architectural Designer

- Executed various Interior Design projects (Residential & Commercial Design),Mood Boards, Meeting Clients, Space Plans , Elevations, 2D Illustrations , 3D Presentations, Perspectives, Wall Treatments, Furniture & Accessories.
- Conducted Workshops, Logo Designs, Murals and Paintings.

2009  
to  
Present

### Interior Architecture Design Lecturer

**2010 - Present (on leave) - Tenured Lecturer** , Department of Interior Architectural Design, Faculty of Fine Arts, University of Alexandria.

**Spring 2009 - Adjunct Professor** , Department of Interior Design, Faculty of Science & Engineering , Abu Dhabi University, Abu Dhabi, UAE

- Managed Junior Designers (Students and Demonstrators) Construct a Schedule for Groups till final handoff & Attending Exhibitions..
- Monitored Development of groups from Brainstorming,Sketches,
- Analysis & Research Lecturing on Interior Design Trends & Techniques.
- Prepared Students for Plans, Elevations, Perspectives for Presenting Projects.

Previously

### Designer and Marketing / Sales Engineer.

**Egyptian Belgium company for Aluminum Doors & Windows**

- Sales , Marketing & Design Units- Discussing the design with. the customer and the manufacturing engineers to reach final design that could be manufactured according to the factory capacity and capabilities after preperation of digital designs.