DALIA HEIDAR

UI / UX DESIGNER

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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.

TOOLS

- Sketch   • Figma • InVision
- Adobe Suite (Illustrator, Photoshop, After Effects, XD)
- 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 Psycology
- Information Architecture
- User Testing User Research
- Interpeting & 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)

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 Inter-ior 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 Exibitions..
- 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.