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# FAYROUZ DAK

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## Profile

Hi there, I'm Fayrouz 🙌

I'm a product designer and UX researcher who builds user-focused, data-based digital experiences to help grow ideas into delightful products.

## Experience

### UX/UI Designer, Rule of three; UK (Jan 2023 - Jun 2023)

Conducted user research to understand financial app users' needs and pain points. Designed low-fidelity wireframes and high-fidelity prototypes for testing and validation. Crafted visually appealing and user-friendly interfaces, adhering to brand guidelines. Collaborated with cross-functional teams to ensure design alignment with business goals. Addressed legal and compliance requirements for financial industry standards.

### UX Researcher, UXHACKS; USA (Jan 2022 - Jan 2023)

Delivered UX audits which helped businesses identify problem areas within their website strategy. Analyzed competition websites and gave detailed feature and performance scorecards. Gave data-based suggestions for accessibility and responsiveness across mobile, tablet, and desktop platforms. Implemented and designed given suggestions through wireframes.

### UX/UI Designer, Advanced Resources; Saudi Arabia (Jan 2021 - Jan 2022)

Designed component library and design system. Revamped dashboard experience that included new navigations, new employee profile creation flow, payment checkout and points system. Researching data visualization methods for employee records and large HR businesses data.

## Education

**University of Mansoura, Egypt — B.S. Biomedical Engineering, 2022 (3.72 GPA)**

## Skills

User Interface Design, User Research, User-centered Design, Wireframing, Analytics, Data-based Design, Prototyping, UX, UI, Design Thinking

## Tools

Figma, Sketch, AdobeXD, Adobe Photoshop

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