

# Umar Mekkaoui

## Product, UX, & Graphic Designer

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Houston, Texas

Portfolio: <https://umarmekka.com/> LinkedIn: [www.linkedin.com/in/umar-mekkaoui](http://www.linkedin.com/in/umar-mekkaoui)

## Experience

### Reynolds & Reynolds (Naked Lime Marketing)

#### Senior Design Specialist

September 2019 - Present

- Developed userflow documentation and prototypes for internal tools.
- Acted as liason between design and marketing teams and ran presentations to propose improved workflow and communication between both departments. In one case this reduced client edits by 70% for a 12 store group.
- Wrote 45 UX briefs this past year for strategic marketing campaigns.
- Programmed landing pages for both short term and long term campaigns.
- Designed and programmed JavaScript mini games and interactive plug-ins for use in marketing campaigns and landing pages.
- Built email templates to compliment marketing strategies put forth by analysts.

#### Marketing Specialist

May 2017 - September 2019

- Analyzed market trends and campaign results, and compiled them into visual presentations for clients.
- Ran 12 meetings a month, coordinating new strategies with clients to develop email and direct mail marketing campaigns.

### Houston Housing Authority

#### Housing Specialist

May 2015 - May 2017

- Acted as a case worker and consultant for Section 8 recipients.
- Calculated recipient income and verified program eligibility.
- Assisted in informational seminars and met one on one with potential recipients to explain the intricacies of the program.

## References

Derek Barnett - Director of Email Marketing & CRM at Katon Direct - 210.426.4026

Jared Worsham - Design Lead at Reynolds & Reynolds (Naked Lime Marketing) - 281.513.1210

## Skills

UX Design & Research

Prototyping

Figma

Graphic Design

Adobe Suite

HTML, CSS, & JavaScript

Responsive Web Design

Digital Marketing

Audio & Video Editing

## Education

Coursera

Google UX Design  
Professional Certificate  
2023

University of Houston  
Downtown

Bachelor of Applied  
Administration  
2015

Houston Community College  
Associate of Arts and  
Sciences  
2012