



# Yasmeen Almuhanna

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Interdisciplinary designer seeking a position that threads design, business, and technology thinking together to develop inventive, durable and thoughtful solutions from concept to delivery. I think of systems before execution and believe that effective and memorable digital experiences occur at the intersection of Visual Design, User Experience, and Content Strategy.

## TOOLKIT

### **Core Competencies**

UX/UI Design  
Design Thinking  
Heuristic Evaluation  
Wireframing  
Task-Flow models  
User Research  
Data Visualization  
Agile Workflow  
Brand Strategy  
Market Research

### **Digital Software**

Adobe Creative Suite  
Confluence + Jira  
Figma  
Sketch  
Invision  
Zeplin  
MySQL  
Git

### **Analog**

Sketching/Illustration  
3D modeling  
3D printing

### **Coding**

HTML  
CSS  
Java

### **Languages**

English (fluent)  
Arabic (fluent)

## EDUCATION

### **University of Pittsburgh | Katz Graduate School of Business | 2018-2019**

Masters of Science in Management Information Systems

### **Carnegie Mellon University | College of Fine Arts | 2012-2017**

Bachelor of Architecture + Minor in Business Administration

## WORK EXPERIENCE

### **Strategic Designer | Ascendum Solutions | Nov 2020 - Present**

- Led research initiative with user interviews + rapid usability testing to identify problems, re-frame into opportunities and co-created design solutions
- Conducted research and synthesized results to help define MVP for new internal product within organization.
- **UX Designer | Ascendum Solutions | May 2020 - Nov 2020**
- Collaborated with user research and product team to understand user journeys via interviews and usability testing. Iterated on design system and approach based on findings. Conducted i
- Crafted wireframes and high fidelity mock-ups using pre-existing designs system. Worked directly with engineers to verify implementation quality.
- Contributed to putting together 508 compliant design system.

### **Web Designer + Branding | Freelance | 2020**

- Collaborated closely with marketing team and led re-branding initiative stationary and website proposal for Sun Pain Institute.
- Designed a small new interactive site to convey client's work and personality, featuring a fun and quirky illustrative approach. The site featured an illustrative responsive hiking trail that morphs and changes based on the size of the web browser window.

### **UX + Spatial Designer | Fuel Nutrition Group | 2019**

- Redesigned salon stations to use reclaimed materials, cutting costs by 30%.
- Helped client clarify and define company's mission, target audience, and goals in order to set the design objective.
- Developed user flows and customer journey by interviewing 12 customers.
- Identified key areas of improvement and proposed an action plan for brand's development including implementation of loyalty program.
- Created an interiors concept package for Fuel's pilot salon for men.

### **Graduate Architect | Ae7 | 2017-2018**

- Reduced turnaround time >50% by streamlining change request process between the U.S. based design office and overseas structural team.
- Led landscape design proposal with help of team in producing drawings.
- Worked with 40+ team members to produce conceptual design options, 3D-modeling, drawings, and presentation materials.