



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
WordPress
Confluence
Jira
Figma
Sketch
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.