



# 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. My foundation in architecture sets me apart in my ability to adopt a user-centered approach to problems. 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  
Project Management  
Team Management

### **Digital Software**

Adobe Creative Suite  
AdobeXD  
Confluence  
Jira  
Figma  
Sketch  
MySQL  
Git

### **Analog**

Sketching/Illustration  
3D modeling  
3D printing  
Laser Cutting

### **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 the org.

### **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.
- 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.