

UX Visual Designer

Danny Gebran

**User Experience & UI
Web Design & Development
Product Design**

PDF Portfolio

CV

Gebran, Danny

uxwebdesigner2018@gmail.com | +353 83 199 98 41

Education

2017 | National College of Ireland, Dublin, IE | Master of Science in Marketing

Digital marketing | Integrated Marketing Communications | Consumer Behaviour

Strategic Marketing Management | International Marketing | Brand Management

2004 | "Instituto Universitario de Tecnología Rodolfo Loero Arismendi", Venezuela | Graphic Design BA (Hons)

Web Design | Editorial Print Design | Visual Communication | Corporate Brand Image

Commercial Brand Identity | Online Publishing | Advertising

Design Skills

Aesthetic, Design Principles, Typography, Colour, Creativity, Creative Direction.

Brand Building and Identity Development, Desktop and Online publishing, Innovation, Product Development.

UX Design, Web/UI/Responsive Design, E-Commerce, User Analytics, Persona, Usability Tests, Insights.

Design of interfaces, grid systems, layouts and applications for web, desktop and mobile.

- 01.16-02.18**
- Digitalchief.ie**
- Web Designer**
- Planning, design and development of new and existing websites.
 - Deliver hi-fidelity designs and collaborate with front-end development.
 - Improve the quality of the visual and interaction design.
 - Implementation of responsive design across desktop and mobile devices.
 - Applied UX principles for sketching, wireframe, prototyping and testing.
 - Promoted design guidelines, best practices and standards.

01.15-08.15 | National College of Ireland | Pre-Master & Academic Studies

01.14-12.14 | NED | English for Business | Travelling and settled in Ireland.

- 01.06-12.13**
- Previa Cita Magazine**
- Creative Lead &**
- Marketing Planning**
- “Previa Cita” was an innovative marketing solution in Venezuela for medical and health industry.
 - Produced design concepts and artworks according to industry specifications.
 - Directed creatively the magazine design following strategic brand guidelines.
 - Implemented a systematic design process to improve team performance.
 - Designed, updated and maintained a website magazine adding periodical new editions.
 - Supervised and adapted content following marketing and design briefings.
 - Ensured final pieces were proofread with extreme attention to detail.
 - Coordinated production teams and managed timelines to meet printer deadlines.

Experience

Graphic Designer web and print. Front-End web development. UX and UI. My experience conveys a variety of design disciplines derived from several years of work covering web design, editorial design, app interface, logo design and brand corporate image, print and online publishing, and creative direction.

Applying visual communication and UX design principles, my process starts with user research (persona creation, qualitative and quantitative research, industrial reports analysis, journey mapping) in order to generate useful insights and it continues with testing usability and implementation.



Software Skills



There are new awesome design tools every year.

These are my commons from a large pool of programs related to interface edition, website design, print layouts, image and graphics, which I think they represent the choice of most designers who I've worked with in collaboration for different projects.

Adobe CS: Photoshop, Illustrator, Adobe Xd, InDesign, Ae.

Balsamiq, Origami, Sketch, InVision, Slack.

WordPress, Atom, Terminal, Visual Studio Code.

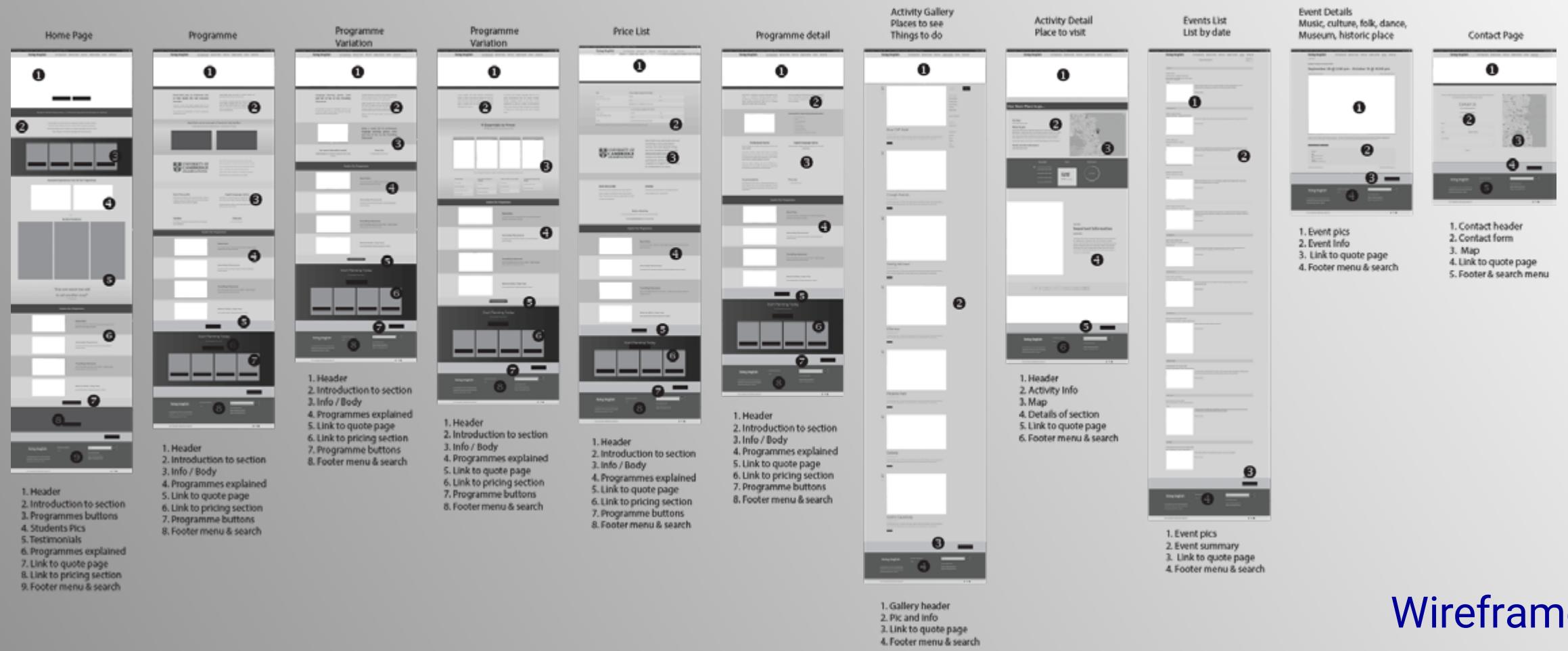
Libs: HTML5, CSS3, Sass, JS, JQuery, BootStrap.

Design Process

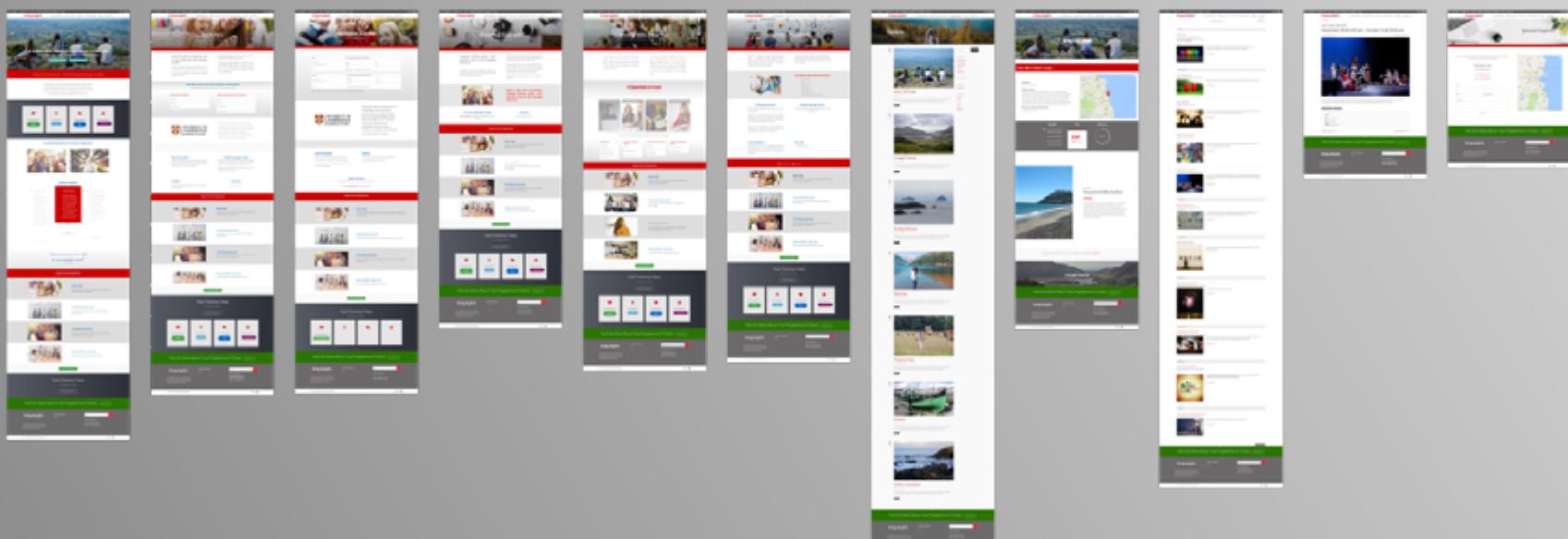
Since I've started questioning any design solution by challenging assumptions about what is the best for consumers, observing their behaviours and developing empathy for the final user and their benefit I was into something more complex than creating a well-presented design for my client.

Consequently, UX became of my interest, and design thinking is the fundamental framework underpinning it. Empathise, define, ideate, prototype and test conform this process is constantly repeated for micro or macro projects. Everything start with an honest user-centred sketching, prototyping, testing of ideas, learning and implementing.

In essence, knowing the user needs and wants will entirely direct the process towards best outcomes in the design deriving in the evident benefit for customers and businesses by applying a simple statement: "Data Define Design".

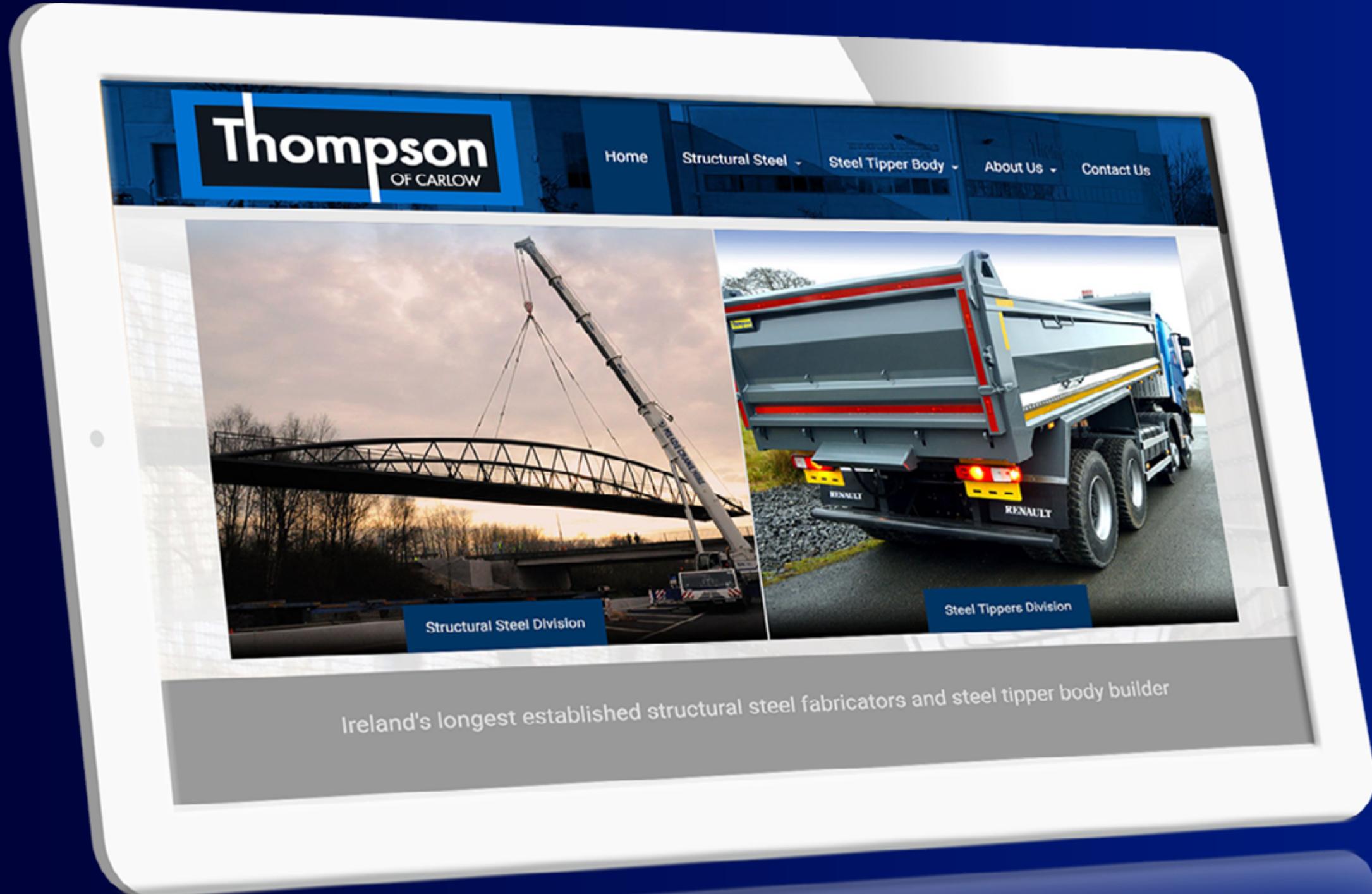


Wireframes and HF Prototypes



Portfolio

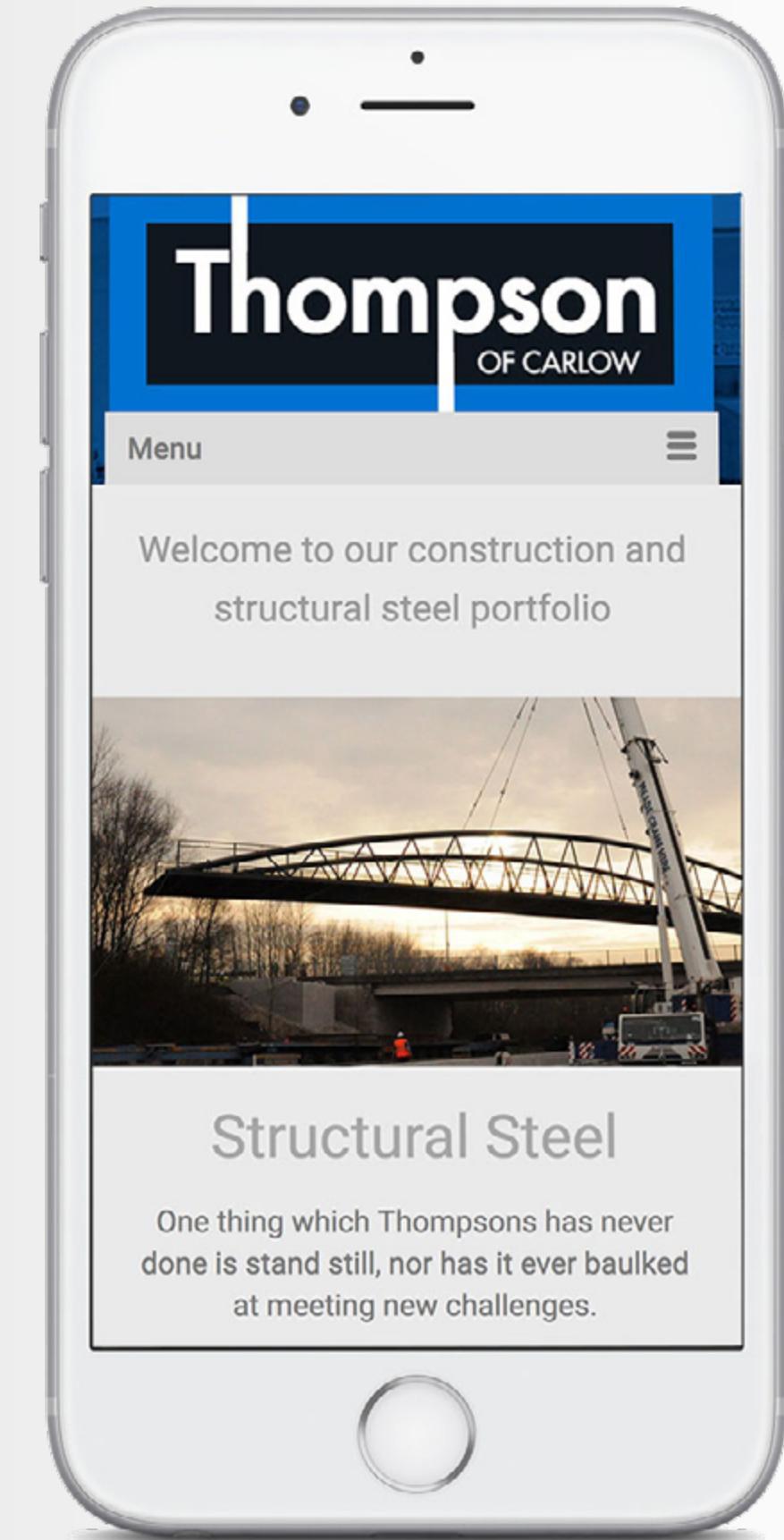
These pieces conform a brief snap of my experience and each of them implies a development following a systematic but adaptable process combining client expectations, business objectives and user-centred design guidelines.



Case Study 

The Client

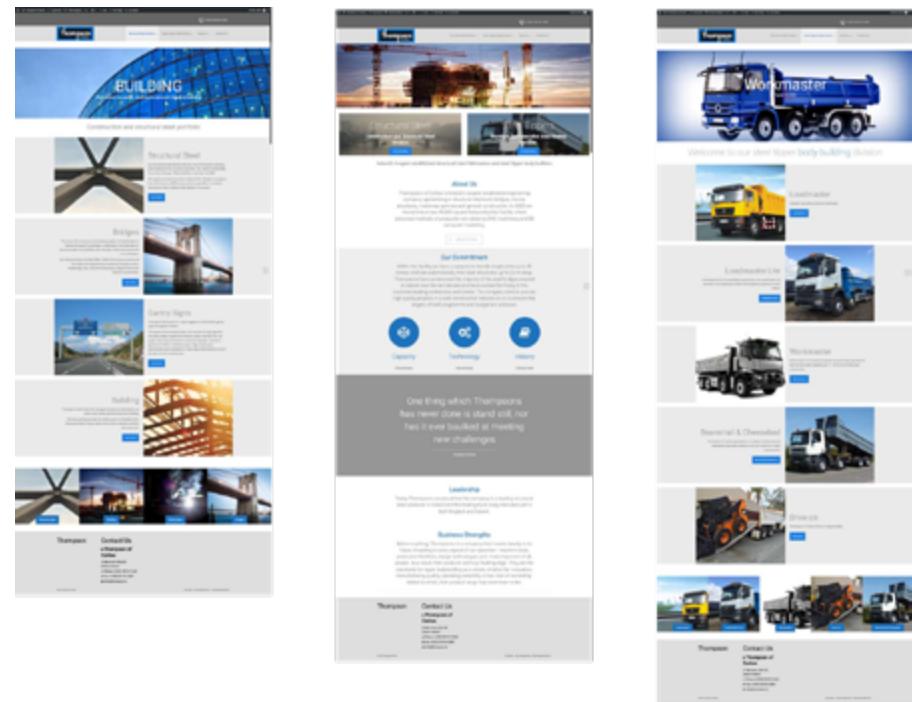
Thompsons of Carlow is Ireland's longest established engineering company specialising in structural steelwork, bridges, marine structures, motorway gantries and general construction.



The Challenge

Create a new design for their existing website using current brand image assets like logo, colors and images. Elaborate a main page with the company two main divisions and a homepage for each division featuring all their products and services . Design responsiveness across devices.

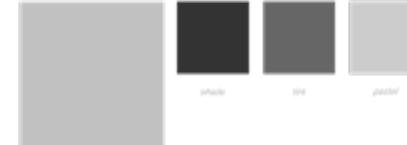




HEX: #003366
RGB: 0 / 51 / 102
CMYK: 0 / 61 / 0
PANTONE: 0606 C



HEX: #A9A9A9
RGB: 169 / 169 / 169
CMYK: 0 / 0 / 0
PANTONE: 0606 C



Typography

Aa Helvetica

Aa Georgia

Aa Caslon

The Solution

The design of its new website featuring improvements on brand image without altering brand's fundamental style strongly. The showcase of products, media press, images and facilities on an efficiently and clear way through few clicks from the user. The addition of their wide range of products and services, resenting the company's history, process and executed projects.

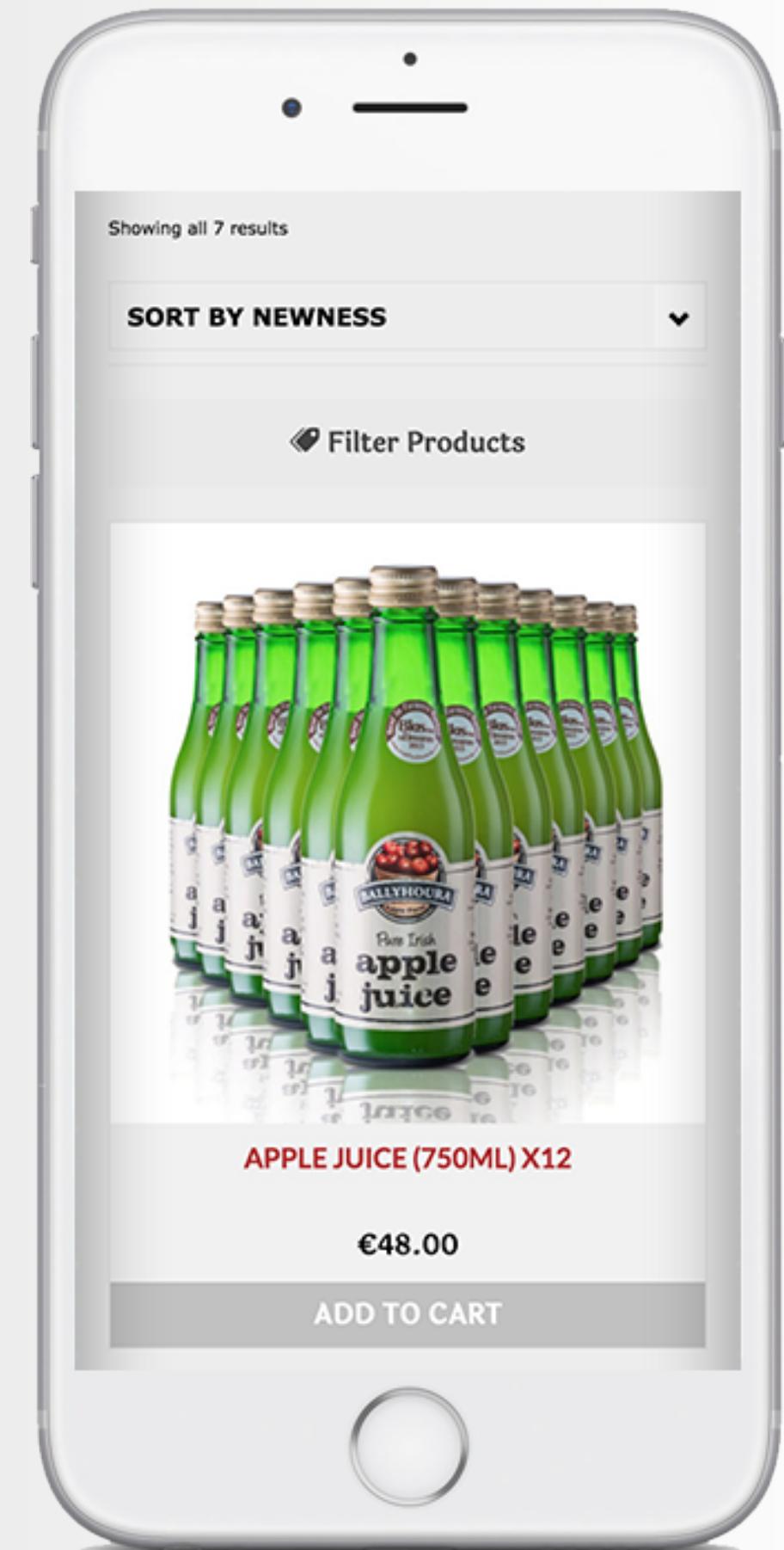




Case Study

The Client

Ballyhoura Apple Farm's orchard is located on the outskirts of Kilfinane town in County Limerick. The firm has a number of new innovative apple based products developed in need of promotion. The internet is a crucial element of their marketing strategy and its website is the door for their business.



The Challenge

Create a new design for their website utilising current brand image assets like logo, colors and images. Include all their products as an online shop where the user can select and buy. Design responsiveness across devices.



Adobe
Photoshop



Adobe
Illustrator



WORDPRESS



Adobe
InDesign

The Solution



New website featuring improvements on brand image without altering brand's fundamental style. Showcase of products, media press, images and facilities in an efficient and clear form through few clicks from the user. The addition of their wide range of products, farm process and history as well as its achieved awards.

Implementation of the shopping cart and the payment process.





Print Design

Stationary / Brochure / Corporate Communications



Danny Gebran

Ux Visual Designer

+353 83 199 98 41

uxwebdesigner2018@gmail.com

© Copyright 2018. Danny Gebran