





Dana Sallie

Contact me

 Address
Erbil, Iraq

 Mobile
+496 750 7750 639
+44 77 6378 0726

 Email
danny20_s@hotmail.com

 Behance-Portfolio
www.behance.net/dana_sal

Skills

UX Design

- User Research
- Usability Testing
- User Interface Design
- Information Architecture
- Wire-framing, Prototyping

Programming knowledge

- HTML & CSS
- Design relational database using MySQL
- Knowledge of java & php

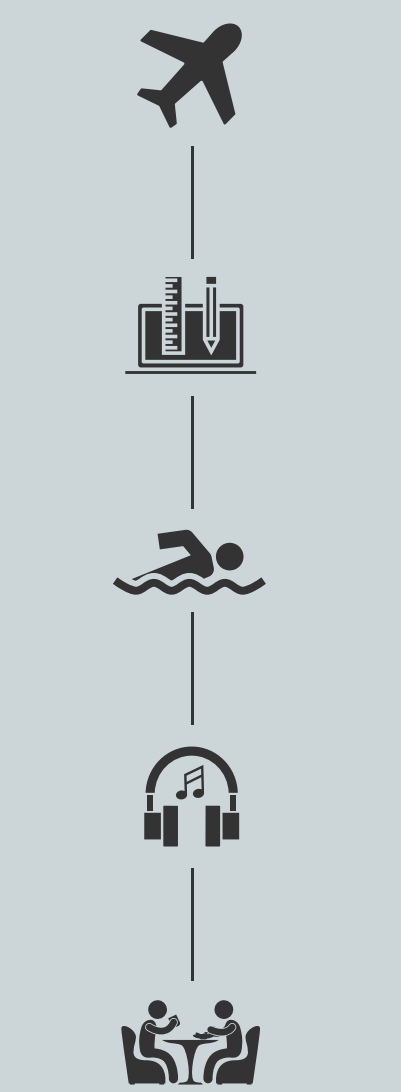
Software Skills

- Photoshop cc
- Illustrator cc
- Indesign cc
- Adobe XD cc
- Figma
- MS Suite

Languages

- Fluent in English
- Fluent in Arabic
- Fluent in Kurdish

Interests



References

Available upon request



Profile

Results-driven UX Designer with a keen eye for detail and a passion for creating meaningful user experiences. Proficient in a range of design tools and experienced in user research, usability testing, and UI design. Collaborative and adaptable, excelling both independently and as part of a team.



Work Experience

UX Designer – Brushstrokes Community Project, Apr - Mar 2024

- Redesigning the website to improve the accessibility, promote the services that the organisation provides.
- Leading the improvement of Advice Pro Database, through interviews, user testing, user flows, wireframes, UI design, and prototyping.

UX Designer – Sanctuary Housing, Aug 2022 – Jan 2023

- Led the improvement of SAP Customer Service solutions.
- Interviews, user testing, user flows, wireframes, UI design, and prototyping.
- Worked on enhancing the customer renting & bidding social housing responsive web application.
- Collaborated closely with product managers, developers, and stakeholders to align design with business goals and user needs.

UX Designer – SJ Commercial Export, Mar 2020 - Aug 2022

- Reviewed the state of the user experience and content. identified any areas that could have been improved and made recommendations for changes.
- Improved the user experience and interactions and services across different channels including designing user-friendly interfaces for websites, apps, and other digital products, for letters and emails.

UX Designer – Fair for You, Apr 2019 - Feb 2020

- Redesigned several on an off application, including a CMS, to enhance user experience.
- Worked closely with developers to implement designs and successfully launched applications on time and within budget.

Digital Designer – Enovision Mar 2014 - Dec 2018

- Collaborated with a team of designers to design and develop a WordPress CMS.
- Responsible for wireframe, sitemaps, user flows, testing, and visual design.
- Created various marketing materials, such as business cards, flyers, posters, brochures, menus, and signage.

Customer Advisor – Vale Glass Ltd London, Dec 2011 - Mar 2014

- Identified and addressed the needs of businesses and individual customers.
- Provided support through phone, face-to-face, and email communications.
- Promoted new seasonal offers and maintained effective customer relationships.

Employment Support Officer – Sandwell Council & NHS (Early Intervention In2 Work), 2007 – 2009

- Met monthly recruitment targets and built networks with local and national businesses.
- Established vacancies within their companies and matching potential employees to vacancies.
- Assisted clients to complete CV’s, Carried out Job Search and interview techniques with clients.
- Updated the Council database with client information and provided statistics to senior managers.
- Established verbal and written communication at all levels liaising with managers, colleagues, third parties.

Employment Advisor – Birmingham TUC Centre for the Unemployed, 2002 – 2007

- Assisted clients to complete CV’s, job search. with interview techniques.
- Carried out workshops and outreach sessions in various locations in Birmingham.
- Created action plans and accompanied clients to training inductions and assisted them with completing benefit forms
- Negotiated on behalf of clients with third parties
- Liaised with organisations and developed networking with groups

Business Manager – Dana Bespoke Tailoring, 1994 - 2001

- Owned Tailoring Retail business and employed 7 staff
- Provided high level of customer and business communication, produced garment for clients.
- Bought stock, took orders, sold garments, designed and pattern cutting



Education & Training

JBC Skills Training LTD, Jan - Feb 2019

- Completed training in application management, OS troubleshooting, software/hardware installation, networking, data transfer, and backup strategies.

Aston University, 2008 – 2011 Computer Science - Software Development

- Relational Database System, Java Programming Foundation and Live Cycle, Java Data Structure, Software Project Management, Computer and Problem Solving, Computer System, Interaction Design

Bournville College Birmingham, 2007 – 2008

- NVQ Level 3 Information, Advice, and Guidance

My Time Counselling Birmingham, 2006 – 10 weeks

10 weeks Counselling Program for Professionals