Rahinah Abdullah

An early career UX-designer and digital marketer who is passionate about web technologies. Able to work in a challenging environment and willing to explore and implement new ways to achieve better outcomes.

Stavanger 4015
Hinah2000@gmail.com

EXPERIENCE

Design

- Users Research to identify pain points
- Creation of solutions beneficial to users and company
- Wireframing and prototyping of ideas
- Usability testing of solution provided

- City cycles
  A redesign of an online bike rental agency reservation steps to help more clients reserve bike online in few easy steps
  https://hinah20005d3c.myportfolio.com/city-cycles

- Dorathy Delong photography website design
  https://hinah20005d3c.myportfolio.com/dorathy-photography-portfolio

- The whole bean coffee shop branding and landing page design
  https://hinah20005d3c.myportfolio.com/15f50d8da04ba8

- Different designs sample to gain more insight about des
  https://www.behance.net/hinah2000324e

Digital marketing

- Making campaigns across a different digital platform with paid Ads.
- Managing Google AdWords campaigns.
- Monitoring social media channels for trends and opportunities.
- Driving new digital sales.
- SEO using Moz
- Created a complete market campaign for Sylva's Sweets
  https://docs.google.com/presentation/d/14QQXHAKdnIdv5KBlTnLnqBwwn5ByS9NY3-GGGKVpDR8/edit?usp=sharing

2011 -2013

Pharmacy assistant

- General hospital, Suleja dispensary. Hiv/Aids section.
  Dispensed and kept records of over 4000 HIV/AIDS patients .

2004 - 2010

Food microbiologist

- Standardized and performed food safety experiments to ensure finished food's safety at Tima Payless Foods.

Ux-design

Research

Wireframing

Prototyping

Usability testing

DIGITAL MARKETING

Market research

SEO

Google ads

Search engine ads

DESIGN

Figma

Adobe photoshop

Adobe illustrator

Adobe InDesign

Adobe XD

Invision

EDUCATION

Bayero University Kano

Bachelor's degree in microbiology

Skillcrush, remote

2019 - 2020

Digital skills

FRONT END

HTML
CSS

LANGUAGES

English C1
Norsk B1