



<http://jennhaddad.com>

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Work Experience

Contractor

Ykone Dubai / April 2016 - Present

Developed video animations for a luxury department store in Abu Dhabi.

Designed logo, digital assets, and episode materials for the Maybeline NY web series.

Partner / Visual Communication Director

Dress Code Converse / November 2014 - Present

This experience taught me the resilience and expertise needed to build a small business from the ground up, in a country plagued by political and financial insecurities.

Consulted clients on how to best position their companies digitally.

Followed UX/UI patterns to design a native Arabic iOS photo app to advance the business goal of making the app user friendly and retain user engagement.

Worked on the concept and preliminary wireframes for a health and wellness mobile app for the leading local Nestle Waters brand.

Prepared proposals and pitched to potential clients.

Designed the agency's brand identity and marketing collaterals.

Digital Production Manager / Senior Digital Designer

social4ce / June 2013 - February 2015

I was the agency's first digital designer hire, and with my talent the agency was able to grow and win more projects.

Reported directly to the CEO and managing partner and was considered as one of the agency's pillars.

Designed Total's (global gas company) digital activations, microsites, and Social Media posts to increase brand engagement with customers.

Handled the social media designs of the CSR initiative for a local oil and gas provider where on average 500 unique users engaged daily with the Facebook stories.

Helped Byblos Bank's economic research and analysis department (Lebanon's leading bank) market their work and team of top regional economists by designing their blog and increasing the brand awareness in the country.

Uplifted the agency's logo and brand image.

Co-Founder / CCO

Yoofers / August 2012 - April 2013

Took part in the process of transforming the idea into a viable business plan as part of Lebanon's first accelerator program.

Created personas and wrote the user stories.

Conducted market and user research, created interactive wireframes using UXPin, and led the user testing on those wireframes.

Worked on the UX/UI design for the MVP product launch.

Designed and animated the demo video.

Followed the scrum framework to develop the MVP in a fast paced environment and Yoofers was the first in the cohort to release a beta.

Mentored, advised, and helped fellow designers in the accelerator program.

Designed the startup's brand identity and marketing collaterals.

Personal Information

I have 10 years of experience in UX/UI design for rich Internet applications and mobile devices. I am passionate about creating simple user friendly interfaces and believe that design and functionality are driven by user behavior.

A successful design is an interface that meets both the user's expectations and the client's vision. My design motto is pretty yet functional.

Skill Summary

UX/UI Design, Interaction Design, Social Media Design

Rapid Prototyping

Information Architecture

Project Management

Adobe Photoshop / Illustrator / InDesign

UXPin

HTML5 / CSS3

WordPress Customization

Languages

English & Arabic

Education

B.A. in Graphic Design, graduated in July 2006.

American University of Science and Technology - Ashrafieh, Lebanon.

As my senior project I worked on designing an interactive children's book about astronomy and the galaxy. I illustrated and used paper cut-outs to teach children about the planet's movement. I also created fun interactive quizzes and games at the end of the book as a book summary.

Senior Web designer

Paravision / October 2011 - September 2012

Brought on to help the agency transition from Flash (RIP!) to HTML5/CSS3.

Worked directly with CEO on the interface design and launch of an in-house product in the travel industry.

Senior Web Designer- Team Lead

Netways / May 2010 - September 2011

Managed, trained, and mentored our team of junior designers.

Set the project priorities and work schedule for the team.

Was in charge of reviewing designs created by other team members.

Worked with a multi-disciplinary team of PMs, developers, and sales.

Web designer

Netways / April 2007 - May 2010

Designed large & complicated websites & intranets for different governmental entities in the UAE like the Ministry of Health, Ministry of Public Works, Dubai Chambers, H.H. Sheikh Mohammed Bin Rashid Al Maktoum and many more.

Was the only high clearance holder while working with the Emirates Nuclear Energy Company (ENEC) communication team on their intranet portal to gather requirements, design, and iterate based on feedback.

Exhibited the ability to take ownership of my career growth by learning a new software in alpha release without access to tutorials or documentation, and acquired new skills by learning HTML & CSS.

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