

Marcelle Khalil-Hein

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EXPERIENCE

Silver City Uprising & Kid Link

UX/ UI Designer Intern

Aug 2020 – Present

- Designed and prototyped a new learning portal for SCU's website
- Conducted competitor and S.W.O.T analyses
- Created Style Guides
- Developed user flow diagrams and wireframes
- Designed UI graphics & icons
- User testing & surveys
- Collaborated with the design team and front-end developers

TruDoc24x7 – Dubai, UAE

UX/ UI Designer

Jun 2020 – Present

- Created a new medical records section on the telemedicine company's iOS and Android applications
- Conducted competitor analysis
- Developed user flows and user personas
- Designed UI icons
- Wireframes and prototyped with Sketch, InVision, and Figma

Strand Marketing, LLC

Freelance Designer

Apr 2020 – Present

- Created visual marketing designs for Strand clients such as Disney+, AARP, and Shop Your way
- Increased click-through-rates for AARP ads and had the best conversion rate overall, leading to more people signing up for AARP memberships.

Hart High School & Moorpark High School

High School Science Teacher

Aug 2015– Jun 2020

- Taught NGSS Biology, AP Biology, Physiology, and NGSS Chemistry
- Student Site Council Secretary at Hart High School
- Developed and taught College Board approved course, Physiology of Child Development, for students interested in becoming teachers.

EDUCATION

CareerFoundry– Remote

Certificates in UX/UI Design and Front-End Development for Designers

Jul 2020

UC Irvine– Irvine, CA

Master's of Education, Science teaching; Cumulative GPA: 3.9 Dean's List

Sep 2015

UCLA- Los Angeles, CA

Bachelor's Degree, Anthropology Cumulative GPA: 3.67 Dean's List (2011, 2012)

Jun 2012

SKILLS

Design: UI graphics, User flows, Concept sketches, Wireframing & mockups with Balsamiq, Sketch, Adobe XD, and Figma, Style guides

Prototyping: Rapid prototyping with InVision, Adobe XD, Flinto, and Figma

Research: Data analysis, User personas, User stories, User testing, Competitor analysis, S.W.O.T analysis

Languages: HTML, CSS (basic), Javascript (basic)