**Ghada Abdel Latif**

Address Line 1 Address Line 2, City, State Zip (212) 256-1414 - jane.smith@gmail.com

**CAREER OBJECTIVE**

Creative UX Designer with 6+ years of experience in optimizing user experience through innovative solutions and dynamic interface designs. Successful in enhancing user engagement for well-known brands, providing a compelling user experience to improve brand loyalty and customer retention.

**PROFESSIONAL EXPERIENCE**

**TECH USA, Maitland, FL**

*User Experience Designer, September 2015 – Present*

* Create interactive 100+ user-centered designs, delivering innovative concepts, wireframes, low and high fidelity prototypes, and engaging user experiences
* Facilitate 10+ members’ development team to ensure timely completion of projects
* Collaborate with senior level usability specialists and technology/business leaders to interpret requirements into interactive experiences.
* Conduct research and develop creative processes by sharing new trends and development technologies with other designers

**ALLSTATE, Chicago, IL**

*User Experience Designer, June 2011 – August 2015*

* Examined 15+ existing sites in terms of persuasiveness, emotional design, and conversions such as measuring properties for usefulness, visual design, and content
* Developed user interfaces and interaction flows of 20+ software applications for a variety of screen sizes, tablets, and mobile platforms
* Achieved product milestones by establishing UX goals, priorities, and deliverables
* Employed effective user-centered design (UCD) approach to develop mobile applications and responsive designs
* Redesigned website which improved conversions by 200%, using JavaScript and HTML

**EDUCATION**

**ADDITIONAL SKILLS**

**UNIVERSITY OF NORTH TEXAS, Denton, TX**

*Masters in Interaction Design, May 2011*

* Honors: cum laude (GPA: 3.6/4.0)
* Advanced knowledge of HTML5 and CSS3 techniques
* Proficient MS Office (Word, Excel, and PowerPoint), Adobe Creative Suite, InDesign, Photoshop, Dreamweaver