**Ibrahim Yasir**

**UX/UI DESIGNER**

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User-experience designer adept in researching, forecasting, identifying and incorporating consumer needs into

user-centered Web site designs and Mobile development. Expertise includes:

* **User Research:** Improve Website alignment with customer needs through user research that includes

in-depth interviews, contextual inquiries and field/diary studies.

* **Persona Creation:**  Lead persona creation to optimize user journeys, develop site maps and construct wireframes enabling effortless navigation.
* **Web Development:** Design and update websites and online applications using various programming languages and design tools.
* **Usability Testing:** Participate in all phases of usability testing in lab and remote settings.

**EXPERIENCE**

**DUBAI, UNITED ARAB EMIRATES**

**Freelance UX/UI Designer 2019-2021**

* Enabled local startup to monetize with a 1.5M AED estimated return in 2 years by designing the UX/UI of food delivery app from conception to delivery through 3+ iterations.
* Worked with private clients from all over the world crated wireframes, lo-fi hi-fi prototypes, user flow and designed mobile applications, brand assets.
* Improved user satisfaction by 26% thought introducing the test habit feature to tailor the needs of international consumers for struggling drop shipping overseas online stores.
* Increased design speed by 12% thought establishing an expandable design system in Figma, while collaborating with the product owner and a team of SWEs.
* Attracted Gen-Z audience through upgrading to more modern graphic branding and creating an expandable design system that aligns with the new brand guide.
* User testing participants brought back very positive reviews after the second user testing section.

**EDUCATION**

**JOHNS HOPKINS UNIVERSITY, USA**

***[ HTML, CSS, and JavaScript for Web Developers]***

**GOOGLE**

***UX Design Professional Certificate***

**ADDITIONAL INFORMATION**

* Technical Skills: HTML, CSS, JavaScript, Adobe XD, Figma, Adobe Photoshop, Adobe Premiere pro, WordPress, Wix, Microsoft suite.
* Open for available remote jobs that match my description.