

AWSAN AL-ERYANI

USER EXPERIENCE DESIGNER



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SKILLSET

- User Experience Design
- User Interface Design
- User Research
- Problem Solving
- Use cases
- Branding and Identity
- Marketing Strategy
- Creative Concepting
- Design Trends

EDUCATION

AD SCHOOL

Miami Ad School Hamburg
2020 - 2022

LANGUAGE COURSE

DeutschAkademie
Apr. 2022 - October 2022

I am an Experience Designer with a passion for intuitive design. After I learnt some photoshop skills to help my old uncle get tinder dates, I grew a love for user-centric processes, and a curiosity for user behavior that has been running my life ever since.

EXPERIENCE

UX AND CONTENT DESIGNER

CODE University of Applied Sciences
Jan 2023 - Nov 2023

- Analyzing data KPIs for insights to identify opportunities for optimizing performance and user journeys, for new product features.
- Designing new website, and promotional content for the Marketing.
- Working with the Product Owner and Developer team to launch new pages via wireframes and prototypes and innovative solutions.
- Collaborating with the marketing team to increase conversions and reach by nearly 1000% in April via new landing page.
- Running workshops with the team and stakeholders to build a coordinated brand book throughout all CODE mediums.

UX/UI DESIGN INTERN

Argonauten GmbH
Jul 2021 - Mar 2022

- Working with the User Experience team to optimized user experience for DasWeltAuto, Volkswagen's certified E-Commerce used car platform with work in user-centric design and user research.
- Building analytics dashboards for DasWeltAuto's 12 markets and presenting data-driven solutions.
- Preparing presentations, pitches, and working with the team for website launches, as well as client acquisition design tasks.

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TOOLS

- Figma
- Adobe xd
- Miro
- Agile Project Management Software
- Adobe Creative Cloud
- Adobe Analytics
- Google analytics
- Blender 3D

LANGUAGES

ENGLISH

Fluent

GERMAN

B1 - Ongoing

(CONTINUED)

CREATIVE ART DIRECTION INTERN

thjnk GmbH

Apr 2021 - Jun 2021

- Successfully launched Pülleken's first merch release to their small and loyal customer-base.
- Working with the Art Direction team to ideate marketing campaigns for brands such as Veltins and Pülleken, including designing a new product.
- Working with the Pülleken and Veltins creative team to drive social media engagement continuously throughout events and holidays.

DIGITAL DESIGNER

Tar7ah

May 2019 - Dec 2019

- Collaborating with developers to implement new features, increasing mobile app downloads by 50% on average, with "Postershop" rocketing to 1M+ downloads.
- Conceptualizing intuitive user experiences for their mobile apps.
- Keeping up with the latest design trends and creating consistent updates based on data, insights, and research.