


Awsan Al-Eryani

User Experience Designer

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I have a drive for user-centric processes, and a curiosity for user behavior that has been my focus for over 3 years.

EXPERIENCE



CODE

UX & Content Designer
Jan 2023 - Nov 2023

Page launches + Internal App

Working with the Product Owner and Developer team to launch new pages and internal apps.

Increased Conversions nearly 10x

Collaborating with the Marketing team to increase reach based on User Research and User Personas.

New Design Guide & Brand

Running workshops with the stakeholders to Design a coordinated visual system across all CODE platforms.

Employer Reference

[Employer Reference.pdf](#)



Argonauten GmbH

UX/UI Designer
Jul 2021 - Mar 2022

New features

Concepting new features and optimizing performance for the platform via UX practices.

Analytics Dashboards

Building analytics dashboards, extracting insights from data, and presenting tangible solutions.

A/B Testing

Researching design trends, competitors, and conducting user interviews.

Project links & References

[DasWeltAuto](#)
[Valsight](#)



thjnk GmbH

Art Director
Apr 2021 - Jun 2021

Merch brand release

Successful launched Pülleken's first merch release to their small and loyal customer-base.

Social Media Campaigns

Optimized social media engagement for events and holidays.

Marketing Campaigns

Concepting of marketing campaigns for Veltins and Pülleken.

Project links & References

[Veltins](#)
[Pülleken](#)



Tar7ah

Digital Designer
May 2019 - Dec 2019

50% increase in App downloads

We increased app downloads by 50% on average, with "Postershop" rocketing to 1M+ downloads.

Intuitive UI and Graphic Design

Working on background packages to support app usability and profitability.

New features + Template system

Working with the team to simplify the complex usability of the app with smart solutions.

Project links & References

[Google Play](#)
[App Store](#)


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Your trust in me means a lot, and it fuels my work. I love what I do and always strive for the best, and that allows me to do great work at an efficient pace.

TOOLS

UX Design

Identifying user needs for optimization to best suit them with existing and new features.

UI Design

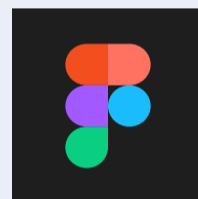
Working with consistent elements and components help the user navigate easily.

Problem Solving

Optimizing users' journeys to increase conversions through UX and problem solving.

Creative Concepting

Converting complex concepts and ideas into intuitive usability.



Figma



Jira



MS Office



Miro



Adobe Analytics



Blender 3D

VALUES

User Centric Design

Utilizing empathetic design thinking to not only solve the user's pain points, but also to elevate their product experience.

Attentive to detail

Storytelling within shapes, colors, and typography, pixel perfect consistency, all the details matter in reaching full potential.

Result-Oriented

Having worked in great teams, I got to know great people in the business, observed how they work, and learnt a lot from them.

Research driven

Data-Based UX is growing into passion of mine. Keeping track of performance within any time period for current and future improvements.

Full-Circle process

All the pieces that come together to make things happen. I realize the importance of understanding the full circle process as a designer.

Start-Up mindset

I believe in the start-up mindset of learning by doing, growing, and bringing the best version of myself to every meeting.

EDUCATION

Miami Ad School Europe

Art Direction
2022

DeutschAkademie

German Language
2022