DINA BOUDJEMAA

UX & UI VISUAL DESIGNER

London, UK | 07412510186 | itsdinabdesigns@gmail.com | www.dinabdesigns.com | @dinabdesigns_ | dinaboudjemaa

PROFILE

UX/UI Designer with a passion for visual design. I bring ideas to life with beautiful and seamless digital experiences. Focus is on clean, appealing and intuitive designs which make the value of the client or product clear to the user. Creates and updates a variety of digital spaces which drive customer interest and increase revenue for the business.

SKILLS

Digital Design
Colour, Typography & Layout
Wireframing
Prototyping
Responsive Web & App Design
Competitor Research
User Research
Interaction Design
Visual Design
Style Guide Creation
Conceptual Design
Social Media Content Design
User Personas
User Journeys
Sitemaps
Usability Testing
User Flows

TOOLBOX

AdobeXD
Sketch
FigmaPrinciple
InVision
Marvel
Canva
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
WIX
Notion
GoDaddy
Microsoft Packages

LANGUAGES

English (Native)
French (Conversational)
Arabic -Algerian (Conversational)

EDUCATION

UI for UX Designers
CareerFoundry
December 2020-January 2021

UX Immersion
CareerFoundry
August-November 2020

Intro to UX Design
CareerFoundry
July 2020

RELATED EXPERIENCE

Digital Designer
Colgate-Palmolive | ***January 2022 - Currently***

• **Audited** current Colgate-Palmolive owned oral-care websites (elmex, meridol, HealthyTooth) by analysing their existing design decisions and suggested new suitable designs that fit in with today's current design trends.
• **Redesigned** all web responsive screens for elmex and meridol using the latest design trends in the industry to create a more modernised and visually pleasing experience for users suitable to the target market.
• **Collaborated** with other designers and communicated different ideas to bring the new responsives interfaces to life.

Visual UX/UI Designer
Protocol Zero | ***November 2021 - January 2022***

• **Designed** 10 different responsive (desktop and mobile) landing pages for fictional companies in different industries to be used for phishing simulations.
• **Created** fresh, cutting edge logos for these fictional companies and used the latest design trends in the industry to help with design decisions (colour, typography, layout, font, etc.) in order to apply which is best suited within that deliverable industry.
• **Analysed** competitors within industries for each deliverable to get an idea of the information architecture and hierachy of the landing pages.

Visual Email Designer
TotallyMoney - Independent Credit Broker Company | ***August 2021***

• **Analysed** current email designs and pinpointed issues that interferred with the visual hierachy of the current design.
• **Planned** responsive redesign of emails based on research from the latest design trends in the industry.
• **Designed** a range of responsive customer emails depending on the products were presented, i.e. credit card, loans, car finance options and more.
• **Created** a variety of components and elements tailored to the type of email the customer was receiving and applied necessary illustations suited to the email type.

Lead UX/UI Designer
NOIIR SQUARED LONDON - Luxury Home Decor Company | ***May 2021***

• **Conceptualized, developed** and **deployed** the website based on user research and competitor analysis.
• **Created** style guide based on design decisions from SWOT Analysis of other competitors and quantitative research from the potential customer base.
• **Designed** a sleek, modern and luxurious responsive website for customers to browse and purchase products as well as the social media content (Instagram posts & stories).
• **Achievements:** Website was approved and was in-line with competitors analytics, design has been deployed and is still currently live.
• **Increase** in Sales and Brand awareness immediately.
• **Increased** exposure of marketing channels to increase sales and CX.

Visual Product Concept Designer
ASIMI - Greek Jewellery Company | ***March 2021***

• **Led** and **planned** conceptual web responsive redesign.
• **Researched, designed, evaluated** and **iterated** entire process using Sketch to make visually attractive, improve functionality and added additional virtual try-on feature.

UX/UI Visual Designer
Integrity Nutrition & Health - Nutrition & Holistic Wellbeing Company | ***January 2021***

- **Analysed** Integrity's current responsive website and **pinpointed** visual layout issues that interrupted functionality, and optimize site traffic, increased brand awareness and revenue.
- **Led** the **research, design, evaluation** and **iteration** of Integrity's responsive website using GoDaddy, given a sleek and modern look whilst making it user-friendly interface.

UX/UI Visual Designer
CareerFoundry | ***December 2020 - January 2021***

ZARA Web App Redesign - UI Case Study
- **Analysed** ZARA Fashion Apparel's current website and conducted interviews with Zara shoppers to pinpoint issues with their web app.
- **Designed, prototyped** and **evaluated** the redesign of the web app to improve functionality and make visually appealing.

'FitMe' Fitness Expert App - UX Case Study
- **Led** the **research, design** and **evaluation** of a fitness expert app which allows users to connect with reliable fitness professionals on advice to reach their fitness goals from home/outdoors.

'fluentry' Vocabulary Learning App - UX Case Study
- **Led** the **research, design** and **evaluation** of a vocabulary learning app that keeps users engaged through interactive games which develop their fluency in a chosen language of their choice.