

Islam Abudaoud

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About me

A talented **Storyteller** with the ability to combine **visual communication** across multiple platforms. Expert in **optimizing analytics** to create compelling user experiences that **enhance** brand loyalty, and visit-to-order ratios retention.

Education

Bachelor's Degree in **Computer Information Systems**.

The Hashemite University

Jordan - June 2007

Skills

- User Experience Design
- User Interface Design
- Prototyping
- Requirements Gathering
- Wireframing

Tools

- Web Site Analytics
- MailChimp
- HTML/CSS
- WordPress, Drupal
- Microsoft Office Suite
- Adobe Creative Suite
- Axure, Invision App, Webflow
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Languages

- English
- Arabic

Work Experience

Freelance UI/UX Designer (March 2016 – Present)

Rendered UI/UX Design, wireframing, workflow and brand identity projects for multiple clients based in the Europe, Middle East and Washington, DC. Clientele range from startups in retail, information technology, e-commerce, management consulting firms, and educational institutions.

UI/UX Designer (June 2011 – March 2016)

DV8 Digital Marketing | UAE & Jordan

Managed the development and creative design, user experience and user centered design products. Coordinated design process to produce effective products catered to the clients' needs.

Senior UI/UX Designer (February – August 2015)

Buddy Agent Platform | United States & Jordan

Conducted stakeholder interviews to gather user requirements. Created personas and focused on design efforts in order to translate business and user requirements into meaningful interactive experiences. Developed user journey maps and wireframes for interactive interfaces across multiple platforms.

Graphic Designer Consultant (November 2011 – May 2012)

USAID Water and Wastewater Treatment Program | Jordan

Coordinated with engineers, drafters and editors to design teaching curriculum materials, manuals, exams and PowerPoints for courses on water and wastewater treatment.

Art Director (October 2009 – December 2011)

Mode Marketing & PR | Jordan

Created and executed social media campaigns for clients to increase brand awareness and sales. Managed designs for visual communications media, such as print advertisements and marketing materials.

Senior Graphic Designer (April – November 2011)

Neareast Media | Iraq & Jordan

Senior Graphic Designer (September 2005 – March 2011) Al-Faridah for Specialized Publication | Jordan