

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
- Sktech
- Axure, Invision App, Webflow

Languages

- English
- Arabic

Work Experience

User Experience Strategist (December 2017 - Present) **DRT Strategies**

Leading customer insight research and usability activities to inform strategic and creative direction, including primary and secondary research, persona development and customer journey mapping, to make strategic recommendations on the best solution. Collaborating with project teams and clients throughout the product conception, design and development phases.

Senior UI/UX Designer (June 2017 - December 2017) **Department of Health and Human Services/ASPA**

Conceptualized ideas that bring intuition to complex design roadblocks. Created and revised wireframes based on user, business, or regulatory requirements. Created storyboards, user flows, and site maps to effectively communicate design ideas. Established and promoted User Interface guidelines, best practices, and standards.

Freelance UI/UX Designer (March 2016 - Present)

Rendered UI/UX Design, wireframes, 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**

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**

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**

Art Director (October 2009 - December 2011) **Mode Marketing & PR**