

Linda Hamed

DIGITAL ART DIRECTOR / UX DESIGNER

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Experience

MARCH 2015 - PRESENT > SENIOR UX / UI DESIGNER AT HOGARTH WORLDWIDE, DUBAI, UAE.

Handling the **Apple** account along with a team of GPAs, Channel and Screen artists:

- Put in place methods to deliver pixel perfect artworks (cross-check printing, guidelines, morning meetings, communication with developers in order to create assets that facilitate the design process, checklists, etc.).
- Train newcomers (training briefs and inductions).
- Time manage and create briefs for the team.
- Assist the Apple Creative Director in DQA (Design Quality Assurance) and DQC (Design Quality Control) during workshops (that occur twice a year in Cupertino, USA and London, UK).
- Localize projects with an eye toward accessibility, SEO, and ease of usability while ensuring fluidity in the UX replication within geographical regions.
- Consult with clients and Lead UX through regular meetings, on-site projects, and design exploration sessions (suggest major UI refactoring for more intuitive visuals).
- Safeguard quality along the production phase through resilient collaboration with QAs and Web Developers.
- Develop wireframes, behavioral specifications, and personas for client pitches.
- Collaborate with global teams across multiple time zones.
- Assist other accounts in the design process and implementation.

Achievements:

- Joined as a Graphic Production Artist (GPA) and worked my way up to an oversight position, after acquiring in depth expertise in all sides of the process (Interactive, Channels and Screens).
- Ultimately occupied the Production Design Lead (PDL) role. With the ability to handle cross-functional projects, the PDL puts in place a training system that allows designers to work through multiple channels, thus creating an agile environment and making the design process more time-efficient, and quality controlled.

NOVEMBER 2013 - FEBRUARY 2015 > UX / UI DESIGNER DESIGNER AT DUBIZZLE, DUBAI.

Part of the “Core Team” > November 2013 - May 2014

Responsible for creating and inaugurating core elements of Dubizzle’s main online platform (www.dubizzle.ae) that had to be followed homogeneously by the “satellite” verticals (Motors, Classifieds, ...)

Part of the “UNO Project” > June 2014 - February 2015

Charged with “revamping” the whole company’s visual strategy, by rethinking the design perspectives and adapting the main product to all online platforms (Responsive & Mobile application).

Achievements:

- Successful deployment of <http://dubizzle.uno/> through the adoption of atomic design, strong cross-functional collaboration, iterative user and a/b testing and appropriation of the “Try, Fail, Repeat” mentality.

NOVEMBER 2011 - OCTOBER 2013 > DIGITAL DESIGNER AT DIWANEE OFFSHORE, BEIRUT, LEBANON.

Assigned and charged with the creative responsibility of the number one Middle East woman portal (www.yasmina.com) and its e-commerce section (www.mooda.com). Crafting attractive web elements while working closely with the Editorial, Video, and Development teams. Other duties included the creation of interactive Facebook tabs, web logos, 2D characters such as avatars and conceiving visual identities for web shows.

Achievements:

- Successfully on-boarding Cartier and Oreo after creating conceptual pitches.
- Complete redesign of yasmina.com resulting in the increase in businesses asking to place ads and create specific sections, as well as an increase in PV / visit.

JUNE 2009 - JUNE 2011 > WEB & GRAPHIC DESIGNER AT BUGSTUDIOS, BEIRUT.

Present in all aspects of the digital projects (starting with brainstorming until the launch of the website online). Also worked on a wide variety of projects across multiple platforms (product packaging, branding, wall menus, billboards, etc.).

Achievement:

- Created (design and development) of www.donnorsangcompter.org that won the “Strategic Non-Governmental Organizations Portal Award” at the Pan Arab Awards 2009.

Formation

2009 - 2011 > LEBANESE ACADEMY OF FINE ARTS (ALBA) IN BEIRUT, LEBANON.

Masters Degree in Graphic Arts / Multimedia; a two-year program ending by the defense of a project (Website and Digital campaign) in front of a jury of ten academics & professionals. Graduated with **High honors**.

2006 - 2009 > ALBA, BEIRUT.

Bachelor degree in Graphic arts / Advertising and Senior year of Bachelor degree in Graphic Arts / Multimedia. Graduated with **High honors**.

Skill Set

pixel perfect digital design / prototyping / concept-driven design / wireframes, living style guide / study cases / user testing / persona creation / corporate branding / product design / information architecture, ...

Tools

**EXP
-ERT**

Photoshop
Illustrator
Indesign
Axure
Jira
Radar
Basecamp

**ADVA
-NCED**

Dreamweaver
Fireworks
Premiere
After Effects
Optimizely
HTML5
Flash

Additional Information

**LANGUAGES
(written & spoken)**

French
English
Arabic
Romanian
Spanish

AFTER HOURS

Read French Novels,
Watercolour **Paint**,
Exercise in
Bootcamps,
Ride my pink bike,
Play Volleyball,
Master the art of
grilled dishes, etc.

References

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