

Soumaya Al-mutawakel

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SUMMARY

An alchemist of design, weaving artistry and innovation into captivating user experiences. With over 7 years of mastery in graphics, I transcend the role of a mere creator; I am a UX/UI magician. My mission is to transform frustrations into fascination, and to turn designs into delightful journeys. Let's collaborate to forge digital enchantment that leaves an indelible mark!

PROJECTS

Cracon
A mobile app designed to help handcrafted sellers display and sell their products.

2023
The app includes a seller review system to help sellers avoid fraud issues and also forums to create a community inside the app and build trust between sellers and customers.

Conducted user research (user interviews, surveys, and usability testing), Developed user personas, user flows,(Mid & Hi fidelity) wireframes, journey maps, information architecture, interactive prototypes , design systems, mockups.

Remolight
A website designed to help students to study remotely without fear of Internet connection problems.

2023
Focus on the MVP featurer witch reduce internet issueses for students.

Conducted user research (user interviews, surveys, and usability testing), Developed user personas, user flows,(Mid & Hi fidelity) wireframes, journey maps, information architecture, interactive prototypes , design systems, mockups.

Skingic
An online website designed to simplify skincare shopping.

2023
Conducted user research (user interviews, surveys, and usability testing), Developed user personas, user flows,(Mid & Hi fidelity) wireframes, journey maps, information architecture, interactive prototypes , design systems, mockups.

Tanfasa Market
An online Market to sell handicrafited products.

2016 - Present
Sana'a, Yemen
• Responded to orders, followed up on sales and booked appointments.
• Creating products designs, social media designs for campaigns and Product and packaging designs.

LANGUAGES

Arabic
English

SKILLS

Tools	Design
<u>Figma</u>	<u>Design Thinking</u>
<u>Adobe XD</u>	<u>Design research</u>
<u>Adobe Photoshop</u>	<u>Interaction design</u>
<u>Adobe Illustrator</u>	<u>Visual design</u>
<u>Adobe Indesign</u>	<u>Prototyping</u>
<u>HTML</u>	<u>wireframing</u>
<u>CSS</u>	<u>Sketching</u>
	<u>storytelling</u>

EDUCATION

UXUI Design Bootcamp
12/2022 - 4/2023 Online / Remote
Re:Coded Certificate
Topics include: Design Thinking, UX Research Methods, Interaction Design, Visual Design, User Interface Design, User Testing and Low/High-Fidelity Prototyping. Working with various design teams to create products across industries.

Bachelor of Information Systems (IS)
2010- 2014 Sana'a, Yemen
Sana'a University

REFERENCES

Available upon request



EXPERIENCES

Courses

Graphic Designer

Freelance

2014 - Present Sana'a, Yemen

- Create print materials such as brochours, flyers, , business card and packaging.
- Create graphics for social media marketing campaigns.

2022

Graphic Design Trainer

Smart Goal institute

7-8/2023 Sana'a, Yemen

Graphics Diploma in which the basics of design and dealing with design tools (Ps, Ai and Id) are explained.

2020

Kdh – KTC

1-3/2019 Sana'a, Yemen

Artzone institute

10/2014 - 3/2015 Sana'a, Yemen

Program Coordinator

KDH foundation

2018 - 2020 Sana'a, Yemen

- Attend the education and health clusters, and prepare reports and coordination.
- Preparation and writing of project proposals for education and health sectors.
- Designed, planed and managed events, projects, workshops and training programs within the projects.
- Responsible for ensuring the efficient, smooth implementation of the foundation's projects.
- Direct communication with donors and sending the required documents.

2018

Media & IT specialist

KDH foundation

2017 - 2020 Sana'a, Yemen

- Designsd graphics for social media.
- Redesign foundation's branding identity designs.
- Redesign foundation's website page.
- Troubleshooting network problems and diagnosing and solving hardware or software faults.
- Install and configure desktops, laptops, mobiles, printers, scanners and other IT hardware for end users.

2017

2015

Intern

YTECH Company

11/2014- 2/2015 Sana'a, Yemen

- Participating in the implementation of the human recourse, procurement and inventory management system WORKCUBE for YCB bank.
- Training course in ERP system.

Google IT Support Professional Certificate.

- The Bits and Bytes of Computer Networking
- Technical Support Fundamentals

Google UX Design Professional Certificate

Foundations of User Experience (UX) Design

SOUL center

Writing Professional Reports using GIS

GIZ

Project cycle management

Portal365

The proposal writing training workshop

KDH Foundation

- Mobilize and manage funding in NGOs
- Writing reports
- Strategic Planning
- Writing and preparing project Proposal

Humanitarian Academy (Online)

Building a better response E-learning course

Handicap international

Inclusion mainstreaming in humanitarian action / Training for humanitarian actors

YLDF

Step of Peace Program (Conflict sensitivity, peacebuilding, and media standards)

Cisco Academy

Training course for (IT essentials)