

Cynthia Daou

UX UI Designer

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Work Experience

Inkript Technologies - Lebanon • *Digital Security Solutions*

06/2021 - 03/2024

UI / UX Designer

- Applied user-centric design principles to solve complex problems and enhance user experiences, ensuring a 25% increase in user satisfaction
- Incorporated quantitative and qualitative research methodologies, including surveys, interviews, and cultural probes leading to a 15% improvement in data-driven design decisions
- Introduced user testing techniques, including first-click testing contributing to a 20% increase in the overall usability of digital products
- Led sessions with the business team to gather requirements and collaborated with the development team to translate them into functional specifications, site architecture and user flows resulting in a 30% improvement in project efficiency
- Developed 15+ wireframes and prototypes, for both mobile and web design, to ensure the delivery of user-friendly interactions in the finalized UI designs

Freelance

01/2020 - Present

UI / UX Designer

- Successfully completed 10+ diverse projects, demonstrating adaptability to various industries and design challenges
- Implemented responsive design principles, enhancing user experience across multiple devices and screen sizes
- Secured repeat business from 70% of clients, demonstrating a high level of trust and confidence in design capabilities.
- Met project deadlines, ensuring on-time delivery of design solutions
- Stayed updated on the latest design trends and technologies, contributing to a 20% increase in the adoption of modern design practices

Douze Degres • *Design and Multimedia Agency*

04/2019 - 05/2021

Graphic Designer

- Collaborated closely with clients to understand their vision and goals, translating their ideas into visually appealing and effective design solutions
- Created brand identities through innovative name creation, logo design, and comprehensive branding strategies, enhancing overall brand recognition resulting in a 15% improvement in brand recognition within target audiences
- Applied advanced typography techniques and demonstrated expertise in layout design