

RACHELLE SAADE

UI/UX LEAD | PRODUCT DESIGNER | BLOCKCHAIN PRODUCT DESIGNER

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EXPERIENCE

Brainlake

Mar 2024 - Present

Dubai, UAE

UI/UX DESIGNER (ON SITE - FULL-TIME)

- Developed user-centered designs and collaborated with managers and clients to implement UX research and wireframes
- Focused on creating aesthetically pleasing and functional interfaces,leveraging design principles to ensure optimal user engagement and satisfaction.
- Lead projects from A to Z insuring perfect delivery following the set timeline and client's needs taking full ownership

AgUnity

May 2022 - Present

Australia

UI DESIGN LEAD (REMOTE - PART TIME)

- Communicate design intent to both internal and external teams. Clearly rationalize and justify design work and advocate for users needs.
- Design user interfaces that address complex technical problems and workflows
- Collaborate effectively on a cross-functional team and be willing to explore all options
- Created 5+ Design systems for consistent usage accross all products and to faciliate workload for the product team
- Justified proposed solutions in terms of UX

Puffy

Dec 2022 - Mar 2024

Dubai, UAE

UI/UX DESIGNER (ON SITE - FULL-TIME)

- Work with digital marketers and stakeholders to design solutions that will help improve the user experience and drive improvement on our main KPI goal
- Make data-driven, customer-centered design decisions
- Work closely with the front-end developer to bring the design solutions to life
- Create design deliverables such as variations for A/B tests, wireframes, and page designs
- Dive deep into session replays, heatmapping, and site analytics to understand customer behavior
- Continuously prioritize and recommend design opportunities based on hypotheses formed from past data and best practices

Supy.io

Oct 2021 - Dec 2022

Dubai, UAE

PRODUCT DESIGNER (REMOTE - FULL-TIME)

- Develop new standards for production and design, with improvements as needed, and created testing protocols for implementation across all entities.
- Document quality assurance activities with internal reporting and audits
- Deliver an outstanding user experience providing an exceptional and intuitive application desgin for both web and mobile
- Did sitemaps, prototyping, wireframing, user flows, mockups
- Conduct presentations to stakeholders that helped communication and team collaboration
- Collaborate with the sales team and tech team to make sure to deliver the right product to meet the users needs
- Transform insights into ideas – prototype and validate them through research or usability testing. Communicate those ideas clearly and are solid in written and spoken English

Cherry Network

Aug 2021 - Oct 2022

Dubai, UAE

BLOCKCHAIN PRODUCT DESIGNER | UI/UX DESIGN LEAD (REMOTE - CONTRACT)

- Build and expand on the brand's visual identity and design language and ensure consistency company wide
- Partner with other teams to develop creative briefs and lead creative reviews that translate goals to creative execution
- Create assets and graphics to accompany blog posts, social media posts, email newsletter and websites
- Come up with ideas, thought of possibilities, set the direction for the design solution, worked creatively with the project team to meet the deadlines and deliver the projects
- Created the brand's logo, website, brand guidelines and identity

In2uitions LLC
Sep 2019 - Oct 2021
Jounieh, Lebanon

UI/UX DESIGN LEAD | ART DIRECTOR (FULL-TIME)

- Managed multiple projects such as e-commerce, B2B, B2C, Informative, Complex platforms, and many more.
- Orchestrated meetings with 30+ clients to develop creative solutions for their needs
- Produced sketches, storyboards, art layouts, based on creative visions and ideas
- Created high fidelity prototypes for user testing
- Led meetings with our marketing department to target audience by creating personas
- Gathered and evaluated user requirements in collaboration with product managers and engineers
- Evaluated the designs when they were developed to ensure the quality

Phytabase LTD
Apr 2021 - Aug 2021
Berlin, Germany

UX DESIGNER (REMOTE - CONTRACT)

- Translated concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences
- Facilitated the product vision by researching, conceiving, sketching and prototyping experiences for decentralized products
- Identify design problems and devise elegant solutions
- Designed and delivered optimized wireframes, user stories, user journeys and mockups
- Facilitated the product vision by researching, conceiving, sketching and prototyping experiences for decentralized products
- Collaborated with team members from the Tech, Marketing, and Community teams
- Built and maintained new components for the product
- Created storyboards, wireframes and design documents to communicate new features

Freelance
Oct 2018 - Present

FREELANCE UI/UX DESIGNER | GRAPHIC DESIGNER

- Created 15+ company logos, personal logos and brand guidelines
- Developed 10+ responsive website designs to meet clients needs
- Created 10+ brand packaging such as food, beverages, and more
- Designed a minimal 2D Mobile game
- Voluntary worked on a website design to help Beirut blast victims to find shelters, medicine, food etc. through one platform in collaboration with AWS UG community

LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Professional)

SKILLS

- Figma
- Adobe Photoshop
- Adobe InDesign
- Design Lead
- Quick Learning
- Adobe XD
- Adobe Illustrator
- Adobe Premiere Pro
- Team Collaboration
- Chat GPT

EDUCATION

AUL University
2018 - 2021

BS IN GRAPHIC DESIGN

- Learned advanced graphic design skills using Adobe Illustrator, Photoshop, Premiere, InDesign and basic After Effects knowledge
- Mastered Graphic Design terminologies and how it's used in businesses and products

College des Apotres
Class of 2018

BACCALAUREATE IN SOCIAL SCIENCES

REFERENCE

Available upon request.