

Hala Younis . Product Designer .

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Profile

As a seasoned UI/UX designer with a background in graphic design from Applied Arts (GUC), I bring over three years of invaluable experience to the Orcas app in the dynamic field of Ed-tech. Collaborating closely with our talented product team and developers, I've consistently contributed to enhancing user experiences and refining interface aesthetics. Now, I eagerly anticipate the opportunity to apply my expertise and passion for design to new challenges and projects, further enriching my journey in this ever-evolving industry.

Experience

Feb 2024 – Present

UI/UX Designer, Phantasm Solutions

- Holden Knight Group Account, editing a new education feature on the [website](#)
- UI redesign for [The Saving Game](#)

March 2020 – Jan 2024

UI/UX Designer, Orcas

Orcas is a curriculum-based e-learning and tutoring platform backed by careful research, smart technology, and expert educators.

- AI Tutor Assistant you can find the details about the project [Here](#).
- Migrating to Figma and building a design system.
- Creating [UI for gamified feature](#) and redesigning icons for the app post-rebranding
- Onboarding flow for partners (tutors) You can check the Case study [Here](#).
- Data collection flows you can find the details about the project [Here](#)
- Revamping partner app flow by adding an account and profile for each tutor to Enhance their experience with the app
- Redesigning the Login, signup , and onboarding Flows
- Cashing outflow

Feb 2024 – Present

Project Based, Brassbell

- I had the opportunity to design the website and application (will be released soon) for Brassbell.
- Designed a Brassbell Dashboard for the Landlord. (will be released soon)

July 2019 – March 2020

Graphic Designer (Marketing Team) , Orcas

Orcas is a curriculum-based e-learning and tutoring platform backed by careful research, smart technology, and expert educators.

- Redesigning the website
- Revamping and editing the brand identity.
- Deck designs and presentations, social media material and email campaigns

Education

Graduation - Bachelor's in Applied Arts and Sciences

2014 – 2019 · German University

Graduated with the GPA of 1.3 German GPA Scale (Excellent With Honors)

- Studied Applied Arts and Sciences with a major in Graphic Design
 - My Graduation project focused on Interaction and Hybrid Design, gamifying school curriculums.
 - Explored editorial design, font design, and illustration. Passionate about pushing creative boundaries in design.
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Extra curricular

ALX

ALX Front-End Web Development program, financially sponsored by the Mastercard Foundation.

Skills and tools

Product Design, User Interface, User Experience, Interaction and Motion, Wireframing, Prototyping
Branding, Illustration, Game design

Figma, Adobe XD, Invision, Photoshop, illustrator, Zeplin, Invision

Advanced **C1 English Language** . Native language **Arabic**