

MAYA EL MURR

UX Designer & Researcher

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SUMMARY

- I am a User Experience (UX) Designer, Researcher, Strategist, and creative problem-solver.
- 7 years of experience in creative Web Design, and Mobile app design with practical skills in Sketchapp, Invision, Photoshop, Illustrator, as well as HTML and programming.
- My UX Skills are: Card sorting, Collaboration, Competitive evaluation, Concept modeling, Contextual inquiry, Diagramming, Ethnography, Facilitation, Graphic facilitation, Heuristic evaluation, High fidelity prototyping, Interviewing, Personas, Scenarios, Sitemaps, Sketching, Specifications, Strategy Development, Surveying, Task Flows, Team-building, Usability testing, Wireframes, Workshops.
- Experienced in film and video production having used Aftereffects, Premiere Pro, and Maya Autodesk
- Developed project management skills during my experience work as a creative director at Maze Solutions and in freelance web and app design assignments, designing a number of websites for personal and commercial purposes
- Results driven, able to find innovative solutions to problems as an user experience designer in B2B projects and during my freelance social media web project
- Researched multi-disciplinary approaches to design using diverse creative and technical methods

EDUCATION

September 2018-September 2019 **MSc Digital Service Design - Brunel University London**

It's the art of building customer experiences with a strong digital element.

Key Course Concepts

- Problem-solving and designing for both user and business needs.
- Understanding the skills, tools and methodologies necessary to develop compelling strategies, products and services.
- Designing and developing experiences, products and services of high quality with digital media at their core.

July 2017 | **Certified UX specialists - Akendi London**

July 2011 | **BA Graphic Design Multimedia - Notre Dame University Lebanon**

July 2008 | **Lebanese Baccalaureate, Sociology Economics - Jesus and Mary School Lebanon**

FREELANCE EMPLOYMENT HISTORY

UI Designer and UX Consultant: May2018 - August 2018 - EDU My way app, Beirut Lebanon

- As a part-time consultant for this edu app start-up, I worked on UX and design on multiple mobile app (iOS and Android) projects, while helping implement a user-centered (patient-centered and provider-centered) design methodology.
- Created competitive strategy documentation, concept models, sitemaps, process flows, sketches, wireframes, and detailed specifications.

UI Designer and UX Consultant: October 2017 - September 2018 - SportsMooves, France (SaaS)

- Interaction Design:
Created concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications for mobile/tablet applications
- User Research:
Created click-throughs and prototypes for web and mobile/tablet for use during tests.
Synthesized and compiled findings to inform UX strategy

Independant Consultant December 2017 - Akendi, London UK

- Worked on personas illustration
- Wireframed websites in english and arabic

Interactive Web Producer - 2016 - Maze Solutions - OTV - Lebanon

- Interaction Design:
Created concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications for mobile/tablet and social applications
- User Research:
Drove user research and synthesis on multiple projects: created personas and scenarios, led affinity diagramming sessions, created clickable prototypes for testing, led remote and in-person test sessions, and advocated for changes based on test findings.
- Collaboration:
Worked closely with visual, copy, production and programming team members to create intuitive, delightful user experiences. Loved every minute of it.

Epub designer and developer - 2014 - UN ESCWA Lebanon

- Worked on redesigning some pages for books that were on Indesign
- Worked on making the Epub interactive

EMPLOYEMENT HISTORY

- UX Designer: February - August 2018 - Pride Star - Beirut, Lebanon
- Creative Director: September 2014 - November 2017 - Maze Solutions - Beirut , Lebanon
- Part time Software Teacher: 2011 - 2017 - Expertise Training Center - Beirut, Lebanon
- Part time Drawing Teacher: 2011 - 2015 - Jesus and Mary School - Beirut, Lebanon
- Web and Graphic Designer 2011 - 2014 - IrisGraphic - Beirut, Lebanon
- Internship 3 months in 2010 in Al Joumhouria Press - Beirut, Lebanon

SKILLS AND EXTRA CURRICULAR ACTIVITIES

Software Tools that I use

- Adobe UX
- Adobe Photoshop CC
- Adobe Premiere CC
- Sketch App
- Adobe Illustrator CC
- Adobe After Effects CC
- Invision App
- Adobe Dreamweaver CC
- Sublime for HTML 5 & CSS3
- Adobe Indesign CC

Professional Membership

- Dec.2016-Dec 2017 Board Member of Lebanese Graphic Design Syndicate

Volunteered

- Started 2017 Guest Member of the Rotaract Club of Metn
- 2012 till present Charter member of Beirut Lotus Lions Club
- 5 years in Faith and Light (Fie et Lumiere)
- 10 years in Scouts

Language

- **English:** Fluent in Speaking, reading and writing
- **Arabic:** Fluent in Speaking, reading and writing
- **French:** Intermediate in Speaking, reading and writing
- **Spanish:** Beginner in Speaking,reading and writing

Hobbies

- Painting
- Latin Dancing
- Arabic, English and French Singing