

Mary Mikhael

mary.nagy.art@hotmail.com • 404 725 8384 • <https://www.linkedin.com/notifications/?filter=all>

Portfolio: www.mary-mikhael.com • Atlanta, GA 30519

UI/UX Designer Profile

Qualifications Summary

Creative and solutions-oriented professional with demonstrated expertise in UX/UI research and design. Capable of creating visual design for online applications and reporting tools. Well-developed knowledge of leading principles and methodologies for UX/UI research and design. Instrumental in spearheading and executing complex design projects from conception to completion within set timeframes and budgetary constraints

Areas of Expertise

UX/UI Designing | Idea Conceptualization | Graphic Art & Designing | Wireframing & Prototyping | Product Design | Content Design & Integration | Team Leadership & Support | Usability Testing | Project Management | Storyboarding & Sketching | Business & Process Analysis

Certifications

Google UX Design Certificate; 2022, Online

Key Modules: UX research fundamentals, inclusive design, wireframes & high-fidelity prototypes, and tools, such as Figma & Adobe XD

Technical Proficiencies

UX Design Tools: Figma, Adobe XD & Adobe InDesign (Expert)

Graphic Designer Tools: Adobe Illustrator & Adobe Photoshop (Advanced) | Google Workspace & Microsoft Office (Expert)

Career Experience

Freelance UX & Visual Designer, Groovy Events

2022 to Present

- Enhance brand identity and design customer solutions via website redesigning.
- Attain customer satisfaction/retention by conducting user research through targeted interviews and extensive usability testing before and after redesign.
- Create programs and modify features to improve overall user experience.
- Achieve 10% increase in user satisfaction by preparing visual design prototypes, icons, and developing solutions for new navigation systems.

Graphic Designer, Farag Janitorial LLC., Atlanta, GA

2018 to Present

- Generate revenue by designing 100+ page designs and 20+ wireframes for several client websites.
- Use Photoshop, Illustrator, and InDesign, in daily production.
- Produce exceptional graphics by using photographic, graphic, and typographic elements frequently.
- Ensure smooth workflow by managing all daily production for high-volume design firm.
- Increase business profitability by spearheading more than 350 graphic design projects, including catalogues, brochures, and presentations.
- Create production and graphic materials by directing three designers.
- Reduce production costs by average of 20% in 16 months by using robust strategies.
- Increase client transactions by average of 25%.

Freelancer Graphic Designer, Atlanta, GA

2014 to 2017

- Streamlined work processes by assigning tasks to seven members of design team and providing counsel on all aspects of the project.
- Guaranteed quality and accuracy of design by overseeing assessment of all graphic materials.
- Increased business productivity by - developing numerous marketing programs (logos, brochures newsletters, infographics, presentations, and advertisements while exceeding expectations of clients.
- Assisted clients in saving average of 12% on costs by leading design, development, and implementation of graphic, layout, and production communication materials.

Graphic Designer, What Women Want Magazine

2012 to 2014

- Attracted audience by designing magazine visual layouts.
- Developed design for magazine pages and covers by utilizing variety of artwork, such as photos and graphics.
- Used appropriate colors and layouts for each graphic.
- Drove optimal performance by directing all digital art, graphic design, digital art, and videographer for all new product instructional videos.

Junior Graphic Designer, MinaTec Advertising Agency

2008 to 2012

- Raised and differentiated branding, marketing, and advertising initiatives by devising new design packages.
- Maximized brand awareness by crafting logo prototypes and processing clients' publication-ready advertisements.
- Identified marketing and design vision, scope of work, budgets, and deliverable timeframes by liaising with clients.
- Improved company's online offerings by controlling images for use on website.

Education

Degree in Advertising | Bachelor of Science in Applied Art

University Faculty of Applied Arts

Languages

English: Fluent

Arabic: Native