



DINA BOUDJEMAA

GRAPHIC DESIGNER

LONDON, UK



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PROFILE

Freelance Graphic Designer experienced in developing engaging and innovative digital and print designs for clients in broad range of industries; as well as project management. Demonstrated success working in collaborative environments and providing leadership to design teams to conceptualize and execute effective digital products. Seeking to help clients achieve business development and business growth goals through forward-thinking graphic designs and strategies.

SKILLS

Web/App (UX/UI) Design
Logo Design
Branding
Cover Artwork Design
Photo Manipulation
Social Media Posts
Audio Visualisers
Print Design
Leadership
Project Organization
User & Competitor Research
User Personas & Sitemapping
Information Architecture
Style Guide Creation
Colour, Typography & Layout
Wireframing & Prototyping
User Testing

TOOLBOX

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Figma
Adobe XD
Notion
WIX
InVision
Marvel
Microsoft Suite
Roadmunk
Workfront
JIRA

EDUCATION

UI for UX Designers
CareerFoundry
DEC 2020 - JAN 2021

UX Immersion
CareerFoundry
AUG - NOV 2020

Intro to UX Design
CareerFoundry
JULY 2020

EXPERIENCE

PROJECT MANAGER / SOLUTION DESIGNER

Sage Group | July 2022 - Currently

- **Hosted** bi-weekly sprint planning sessions with design team to keep aligned with ongoing projects as well as allocate new, upcoming projects.
- **Organised** monthly prioritisation calls with different regions (North America, South Africa and France) to keep aligned with regional web strategies, project updates and timelines.
- **Collaborated** with designers to create user friendly and visually pleasing responsive web pages and banners for campaign releases and project redesigns.
- **Researched** competitors and **communicated** new ideas based on competitive analysis that would increase site interactivity and conversion.

DIGITAL DESIGNER

Colgate-Palmolive | January - July 2022

- **Audited** current Colgate-Palmolive owned oral-care websites (elmex, meridol, HealthyTooth) by analysing their existing design decisions and suggested new suitable designs that fit in with today's current design trends.
- **Redesigned** all web responsive screens for elmex and meridol using the latest design trends in the industry to create a more modernised and visually pleasing experience for users suitable to the target market.
- **Collaborated** with other designers and communicated different ideas to bring the new responsive interfaces to life.

VISUAL UX/UI DESIGNER

Protocol Zero | November 2021 - January 2022

- **Designed** 10 different responsive landing sign up pages for fictional companies from different industries to be used for phishing simulations.
- **Created** fresh, cutting edge logos for these fictional companies and used the latest design trends in the industry to help with design decisions (colour, typography, layout, font, etc.) in order to apply which is best suited within that deliverable industry.
- **Analysed** competitors within industries for each deliverable to get an idea of the information architecture and hierarchy of the landing pages.

VISUAL EMAIL DESIGNER

TotallyMoney | August 2021 - November 2021

- **Analysed** current email designs and pinpointed issues that interfered with the visual hierarchy of the current design.
- **Planned** responsive redesign of emails based on research from the latest design trends in the industry.
- **Designed** a range of responsive customer emails depending on the products were presented, i.e. credit card, loans, car finance options and more.
- **Created** a variety of components and elements tailored to the type of email the customer was receiving and applied necessary illustrations suited to the email type.

WEB & SOCIAL MEDIA POSTS DESIGNER

Noir Squared London | May 2021

- **Conceptualized, developed** and **deployed** the website based on user research and competitor analysis.
- **Created** style guide based on design decisions from SWOT Analysis of other competitors and quantitative research from the potential customer base.
- **Designed** a sleek, modern and luxurious responsive website for customers to browse and purchase products as well as the social media content (Instagram posts & stories).
- **Achievements:** *Increase in Sales and Brand awareness through exposure of marketing channels and website.*

PRODUCT CONCEPT DESIGNER

ASIMI Jewellery | March 2023

- **Led** and **planned** conceptual web responsive redesign.
- **Researched, designed, evaluated** and **iterated** entire process using Sketch to make visually attractive, improve functionality and include an additional virtual try-on feature.