

badoui minaise

DESIGNER / DEVELOPER

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Los Angeles, CA

objective

Optimizing User Experience Through Clear Content, Intuitive Navigation and Dynamic Designs.

Highly creative and multitalented Visual Designer with extensive experience in usability, user-experience design, web and mobile applications, optimizing user engagement for top brands. Exceptional at providing a compelling user-experience that improves brand loyalty, customer retention and overall visual brand cohesion.

experience

Wells Fargo April, 2015 — February, 2016 UX Visual Designer

- Collaborated effectively in a team of designers and developers through-out the process of CEO Sign On revamp and feature enhancement sprints.
- Conceptualize, design, and iterate on product enhancements for CEO Sign On.
- Established design standards for consistency and efficiency in a agile environment.
- Product re-design launched in early 2016

Sephora February, 2015 — March, 2015 UX Visual Designer

- Created a user friendly and mobile first e-commerce checkout interface for Sephora's mobile shopping cart.
- Prepared mockups, wireframes, and visual elements for the design team to cohesively meet deadlines.
- Worked with technical, business, and design stakeholders to identify design solutions, obtain and incorporate user feedback, and meet development deadlines.
- Collaborated effectively as a sole contributor role located in San Francisco.
- Component re-design launched mid 2015.

Cisco June, 2015 — February, 2015 UX Visual Design Engineer

- Designed videoconferencing UX projects for WebEx related products.
- Created sketches, wireframes and mockups for the prototyping of interactive applications.
- Collaborated with content and engineering teams to prioritize feature sprints and define a product development roadmap.
- Designed end to end user experiences through moodboards, low and high fidelity prototypes, and final comps.
- Created conceptual designs and pitch product direction based on research and visual design standards.
- Demonstrated a solid foundational knowledge of user centered design and development.
- Product re-design launched early 2015.

freelance

Cartoni USA January, 2015 — July, 2015

Frontend Web Developer

- Develop a large scale e-commerce application serving professional camera equipment to the global motion picture industry.
- Meeting regularly with clients, accessing and managing application expectations.
- Assisted sales team in introducing proper, implementable solutions, that communicated new equipment features efficiently.

Bravo Design Inc May, 2014 — Dec, 2015

Frontend Web Developer

- Manage and maintain client applications, and websites applying feature enhancements and update requests.
- Collaborate with copywriters, illustrators, print designers, and project managers in order to design and develop projects for entertainment and movie industry clients.

Unified Skate Supply April, 2011 — Dec, 2012

Frontend Web Developer

- Brand strategy development
- Website traffic monitoring and statistic system
- Website UI Design
- Online advertising revenues analytics
- Developed brand strategy and statistics system

proficiencies

Design Tools

Mac, Sketch, InVision, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, more)

Languages

HTML, CSS (Bootstrap, YahooUI),
JavaScript (jQuery, Bootstrap, Prototype)
PHP
SQL

Development Tools

Coda, Xcode, BitNami, git, VMWare

education

Art Institute of California - Los Angeles

June, 2013

Interactive Media and Web Design