

Awsan Al-Eryani

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A designer with a mindset of continuous learning, adapting, and curiosity. I have a passion for User Experience that has spanned more than 4+ years, along with the tools and experience that come with it. I consider myself a problem solver first and a designer second. My working philosophy is to focus more on getting things done rather than chasing perfection, and my goal is to end up with the best result possible for the available timeline. I'm looking forward to working with you.

Experience

UX Designer - full time *Nishcom AG*

06/2024 - current

Shopfront, Dropship, Handheld B2C; B2B; e-commerce; multi-vendor; logistics; mobile app; web app

Responsibilities

- Full ownership of the legacy design system: modernizing logistics handheld interfaces, client web apps, and the end-user Shop-front.
- Balancing UX-optimized goals with deadlines and user and business needs with a strong focus on CR.
- Increased CR by 37%, more than a third, and 60% on mobile, which is where most traffic is.
- Kept design up-to-date with best practices, such as responsive design, a mobile-first philosophy, UX-optimized data tracking, variables, and user-centric empathetic design.

Tools Figma, Adobe Creative Cloud, Confluence, Jira, Miro, Slack, Podio, Google

UX/UI Designer - contract *Freelance*

01/2024 - 06/2024

Devourcode B2C; B2B; ecommerce; website; mobile app

Responsibilities

- Collaborated with the Devourcode team to successfully launch Samem, a mobile design app with 50k downloads upon release.

Tools Figma, Google Analytics, Miro, Google

User Experience and Content Designer - full time *CODE University*

01/2023 - 11/2023

University Website, Grading Web App B2C; website; branding; design guide; social media; web app

Responsibilities

- We launched new pages for prospective students, and internal apps for the university's staff.
- We increased CR and reach by nearly 1000% for the April intake that year.
- Proactively facilitated a coordinated visual system across all CODE's platforms.

Tools Figma, Google Analytics, Adobe Creative Cloud, Google

UX/UI Designer - internship *Argonauten GmbH (Deepblue Networks)*

05/2021 - 03/2022

DasWeltAuto, Valsight B2C; B2B; automotive; e-commerce; agency; agile; simulation; management software

Responsibilities

- I was assigned to DasWeltAuto, Volkswagen's certified used car platform.
- Under the guidance of senior designers, I conducted user research and testing according to the best expertise in the market.
- Built prototypes for different devices, as well as analytics dashboards for the platform's 12 markets.
- Assisted on presentations, client acquisition pitches, and new launches.

Tools Adobe XD, Confluence, Adobe Analytics, Adobe Creative Cloud, Google

Postershop B2C; mobile app; start-up

Responsibilities

- We launched Creative Typography Design on the Apple Store and Google Play.
- Optimized the CR by balancing the many features of the app within the limitations of a mobile phone screen with the best UX practices.
- Increased app downloads to 1m+ downloads.
- Keeping up the project with the latest trends and the use of data insights.

Tools Adobe XD, Adobe Creative Cloud, Google

Education

Diploma *Miami Ad School Europe*

2020 - 2022

- Built a strong design foundation from art and design directors at German agencies.
- Was invited to intern in design agencies for those directors for over a year, including thjnk and Argonauten (Deepblue Networks).

Language School *Deutsch Akademie*

2022

Notable activity

Mobile Games

2023 - 2026

- Ideation and design for mobile games in my spare time, such as Wild Revenge and Velocity Runner on Google Play and the Apple Store.

Languages

Arabic: Native language
English: Fluent (C2)
German: Upper-Intermediate (B1)