| Mustafa Al Awad  UX/product designer | horizontal line Mustafa Al Awad Kapplenstrasse  Lyss, Bern  +41 78 904 47 03  mustafa.alawad@alawad.ch |
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| **ㅡ** **Skills** | horizontal line  **DESIGN/DEVELOPMENT**   | UX & UI  Prototyping  Experienced in Figma and XD  Responsive Web Design  Interaction Design | Wireframing  User Flows  Interaction Design  Motion Design (After Effects)  Video Editing (Premiere Pro) | | --- | --- | | SVG Animation  HTML, CSS and JS  CMS  Digital and Print Ads  Photographer |  |  | **LEADERSHIP/PROJECT MANAGEMENT**  Lead designer experience  Design reviews  QA Testing  Communicating with stakeholders  Managing own workload  Developing brand positioning, messaging, and visual identity  Experience running JIRA board | **RESEARCH SKILLS**  Usability test facilitation  Online Surveys  Competitive benchmarking  Affinity Diagram  Customer Journey Mapping  Customer Value carve  Empathy Map  Stakeholder Interview  Depth Interview | | --- | --- | |
| **ㅡ** **Experience** | horizontal line codography / Co-Founder/UX / Product Designer 04-2020-Present Lyss, SWITZERLAND **UX/UI designer**  As a UX/UI designer, I create user-centred, visually appealing and functional designs. This includes conducting user research, creating wireframes and prototypes, and collaborating with developers to ensure a seamless user experience.  **Identify Market Opportunities**  This involves researching and analysing market trends, customer needs, and competitors to identify new opportunities to improve or expand your company’s products or services.  **Creating and Managing Brand and Visual Identity**  I develop a clear and consistent brand identity for my client, including defining your company’s values, mission, and vision, creating a brand style guide, and leading the creation of visual assets such as logos, graphics, and marketing materials.  **Creating the website and social media content**  This involves website design and development and crafting compelling social media content that upholds the brand’s values and bolsters marketing initiatives.  **Direct Marketing and Promotion**  Plan and execute marketing campaigns to promote your company’s products/services directly to potential customers. This includes email, social media & other forms of promotion. Be Creative / UX & UI Designer & Brand Developer Manager 3-2019 – 4-2020Freiburg, SWITZERLAND Led UX/UI design for developing a new website, including wireframing, prototyping, and creating a visually appealing and user-friendly interface.  Developed a brand strategy from scratch for clients, including defining corporate identity, brand story, values, objectives, and positioning.  Created a comprehensive concept paper for the website’s new design, outlining key design elements such as color, typography, and layout and ensuring alignment with the brand strategy.  Designed and developed the website prototype using the CMS platform, optimising and testing for usability and accessibility and ensuring a seamless user experience.  Created dynamic brand elements, including animating the logo, to enhance the brand’s visual appeal and engagement. Waimanoo GmbH / Web Developer Front End / UX & UI Design6-2018 – 3-2019 Zofingen, SWITZERLAND Led the development of a new website from concept to launch, including creating wireframes, developing the user interface, and coding the website using HTML, CSS, JS, and JQuery.  Ensured seamless user experience by applying UX and UI design principles, including conducting user research, creating prototypes, and conducting usability testing.  Worked closely with cross-functional teams, including designers, project managers, and stakeholders, to ensure alignment with the brand strategy and project objectives.  Developed the new corporate identity, ensuring visual consistency and brand recognition across all website elements and other digital assets. |
| **ㅡ** Additional Work Experience | horizontal line Amateur & Söhne GmbH/ Web Developer Front End6-2017 – 6-2020 Biel, SWITZERLANDInternational Federation of Social Workers/ Web und Print Designer4-2016 – Today Rheinfelden, SWITZERLANDZain Iraq International Telecommunications/ Communication Expert2008 – 9-2015 Baghdad, Iraq Led a communications team to optimise employee commitments and customer loyalty.  ­Increase employee participation from 42% to 86%.  ­Support and develop marketing campaigns by PR.  ­Realization of marketing campaigns via direct mail, print, web and video.  ­Plan the company’s vision and mission for social media.  ­Reduce marketing spending by redesigning processes and implementing print-on-demand.  ­Plan and implement the market launch of 26 products per year.  ­Annually improving best practices, level of detail, processes and communication strategies. |
| **ㅡ** Education | horizontal line UX Design Institute / Professional Diploma in UXRainsford Street, Dublin D08 R2Y , IRLANDFernfachhochschule / Web & Info. Design, MAS / CASZollstrasse 17, CH-8005, SWIZERLANDCodeacademy / Web Dev. Front End575 Broadway 5th Floor HQ, UNITED STATESFine Art sciences / Bachelor’s in Fine ArtIRAQ |
| **ㅡ** **Awards** | horizontal line  Achiever of the Year in Corporate Communication at Zain IQ – 2012. |

| **ㅡ** References | horizontal line Waimanoo GmbHMr. Stefan LoosliCo-Founder Waimanoo Untere Grabenstrasse 26, 4800 Zofingen [stefan@waimanoo.ch](mailto:stefan@waimanoo.ch)IFSW – International Federation of Social WorkersMr. Pascal RudinInternational Operations Manager Maiengässli 4 / 4310 Rheinfelden [Pascal.rudin@ifsw.org](mailto:Pascal.rudin@ifsw.org)Verein FAIR. AssociationHerr Cyril RomannPosition: President  Schlossstrasse 12, 2560 Nidau  [info@vereinfair.ch](mailto:info@vereinfair.ch)Zain IraqMr. Haider AkabCorporate Communication Director  Zain Iraq Telecommunication Company Al Manssor Street  Hayder.Akab@iq.zain.com |
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| **ㅡ** Language Knowledge | horizontal line  Arabic: Mother Language  English: Fluently  German: Good Knowledge (B2) |
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