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Get in touch.

Omar Alamrani

UX/UI Designer in San Jose, California

EDUCATION

User Experience Design Immersive Program

General Assembly
Sep 2018 - Dec 2018

B.S. Architectural Engineering

University of Science and
Technology | 2013

Diploma in Graphic Design

Seeds Education | 2010

SKILLS

DESIGN

UX Design, Interaction Design,
Visual Design, Graphic Design,
Information Architecture, Personas,
Journey Mapping, Rapid
Prototyping, Wireframes

RESEARCH

User Interviews, Usability Testing,
Contextual Inquiry, Card Sorting,
Heuristic Evaluation, Competitive
Analysis

TOOLKIT

Adobe Creative Suite:
Illustrator, Photoshop, After Effects,
Premiere Pro, InDesign

Prototyping:

Sketch, InVision, Figma, Adobe XD,
Zeplin, Framer, Webflow

Development:

Basic Knowledge of:
HTML/CSS

Architecture:

Revit Architecture, 3Ds Max Design,
AutoCAD, Google SketchUp, Lumion

FEATURED IN

10 Best UX Portfolios | WIX

58 Top UX Designer Portfolios
in 2020 | Nouse

50 Essential UX Portfolios
(2019 Edition) | UX Collective

EXPERIENCE

Freelance – Product Designer Remote | Feb 2019 - present

Quedo

Designed iOS and Android mobile app for Quedo, a platform that manages administrative tasks for pharmacy and clinic patients.

- Conducted contextual inquiries and user interviews with over 21 users to identify 4 usability improvements and acquisition opportunities.
- Spearheaded the redesign of the visiting patient forms reducing the forms completion time by approximately 54%.

Coffex

Redesigned iOS app for a local coffee shop that serves great coffee to the community, allowing customers to order ahead and earn rewards.

- Introduced and designed the frequent orders feature that increased mobile order sales by 9% on weekdays.
- Designed the UI of the app using Sketch, including a design system of 60+ components, reducing technical debt for designers & engineers.

Yoobe.Inc – UX Designer

San Francisco, CA | May 2019 - July 2020

Led design for Yoobe, a B2C web application that connects influencers with fans to sell customized products by fans for fans.

- Spearheaded redesign of the platform checkout process that boosted the sale conversion rate by 2.1%.
 - Added checkout as a guest, as well as multiple methods of payment (e.g. Apple, Amazon, and Google Pay).
 - Designed forms that only ask for necessary information.
 - Designed real-time update order summary to show total cost.
- Designed “Mockup Generator” that allowed users to view their uploaded artwork on different products, improving user engagement and average session duration by 78%.
- Led brand and graphic design initiatives for 19 influencers on our platform by creating over 90+ pieces of digital artwork for products and social media which increased new customers signups by 237% within 1 month.

City and County of San Francisco – UX Designer

Contract | San Francisco, CA | Nov 2018

Spearheaded the design of the iOS App for the Community Ambassador program, which provides neighborhood services for the homeless, merchants, etc.

- Designed features for daily ambassadors' interactions that improved the organization's time efficiency by 73%.
- Created an event organizer and calendar feature that improved the internal teams' collaboration and customer reach.
- Conducted usability tests and user interviews with 10 participants to identify key problems and improvements for the app experience.