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# 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

Product Design, UX Design, Interaction Design, Visual Design, Graphic Design, Information Architecture, User Persona, Journey Mapping, Rapid Prototyping, Wireframe, Prototype

### RESEARCH

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

### TOOLKIT

**Prototyping:**  
Sketch, InVision, Figma, Adobe XD, Zeplin, Framer, Webflow

**Development:**  
Basic Knowledge of HTML/CSS

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

## FEATURED IN

10 Best UX Portfolios | WIX

58 Top UX Designer Portfolios  
in 2020 | Noupe

50 Essential UX Portfolios  
(2019 Edition) | UX Collective

## EXPERIENCE

**Product Designer — Freelance**  
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.

**UX Designer — Yoobe.Inc**  
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 the redesign of the checkout process on a cross-functional 4-person team by adding multiple payment methods, simplifying forms, and adding real-time order updates, which increased conversion by 2.1%.
- 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 customer signups by 237% within one month.

**UX Designer — City and County of San Francisco**  
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 management and communication by 73%.
- Created an event organizer and calendar feature that improved the internal teams' collaboration and customer reach by 150%.
- Conducted usability tests and user interviews with 10 participants to identify key problems and improvements for the app experience, including long forms, inaccurate data reports, and time efficiency.