

Raya Dukhan

Senior UI/UX Designer

Accomplished design professional with extensive multi-platform experience completing creative, innovative, and technically challenging projects on time and beyond expectations.

PROFESSIONAL EXPERIENCE

- 8.15 - Present IBM New York, NY
Senior UX Designer
- Advocate IBM brand standards and UX patterns to ensure a consistent experience across all devices
 - Balance user needs with business requirements to produce design solutions guaranteeing high engagement rates
 - Consult and strategize with the analytics team to understand user behavior
 - Use data to support iterative improvements to the user experience
 - Create UX deliverables such as user flows and wireframes that can be effectively utilized by designers, developers and in user testing
 - Support client partners by validating quantitative and qualitative hypothesis in user testing
 - Evolve my team's approach to user-centered design based on industry best practices
 - Provide leadership and mentoring between cross-functional teams
- 8.09 - 8.15 NYC Department of Education New York, NY
Senior UI/UX Designer
- Worked with a vast client base to ensure the nation's largest school system's internal and external facing websites and applications were scalable, effective, consistent, and user-centric
 - Collaborated with strategists and stakeholders in all phases of the design life-cycle
 - Constructed wireframes from complex business requirements, planning site flow and interaction, pixel-perfect screen design and responsive front-end development
 - Designed a wide range of collateral materials including illustrations, animations, newsletters, brochures, promotional items, campaigns, logos, report cards and transcripts
- 4.05 - 8.09 LivePerson New York, NY
Creative Design Director
- Designed online product demos for small, medium and enterprise sales initiatives, which resulted in conversions for a leading provider of live chat solutions
 - Responsible for design, creation and brand consistency of marketing materials for web and print communication channels
 - Created flash ads, landing pages and sales tools
 - Marketing collateral

SKILLS/TOOLS

Site mapping
Site flows
Information architecture
Wireframes
Heuristic evaluation
Competitive analysis
Discovery interviews
Requirements gathering
User testing scripts
QA reviews
Project scoping
Accessibility
Personas
HTML5
CSS
Visual design
Interaction design
Logo design
JavaScript
Jquery
CMS
SEO
Project Management
Agile workflow
Cross-industry
Cross-platform
Adobe Creative Suite
Axure
Sketch
Microsoft Office
Jira
Trello
Slack

EDUCATION

Columbia College Chicago
Chicago, IL
Bachelor of Fine Arts, 1992

REFERENCES

Available upon request