# 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

- Balance user needs with business requirements to produce design solutions guaranteeing high engagement rates
- Consult and strategize with the research and analytics team to under stand user behavior
- Advocate IBM brand standards and UX patterns to ensure a consistent experience across all devices
- Use data to support iterative improvements to the user experience
- Create UX deliverables such as user flows, competitive analysis, con tent audit and wireframes that can be effectively utilized by designers, developers and in user testing
- Create, Design, write specifications for new web components for Adobe Experience Manager (AEM) components that elevate IBM's marketing

**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
Adobe Analytics
Figma
Sketch
Microsoft Office
Jira
Trello
Slack
Monday

## EDUCATION

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

## REFERENCES

Available upon request