

# Dalia Heidar

**Product & UX Designer** | PA- Relocation Possibility, USA

Analytical data-driven product designer that is focused on enhancing human-centered experiences through creating seamless delightful digital products in all stages of research, UX & UI Design.

## WORK EXPERIENCE

### Lead Product Designer — D4design

Remote | March 2023 – present

- Collaborated on enhancing the "NICU Parents" website, through conducting extensive UX research, applied design thinking principles, and implemented improvements for a seamless user experience.
- Designed a saving app, created user flows, conducted multiple user interviews, and conducted user testing to ensure a user-centric approach.
- Established a design System with variations to establish a strong brand identity for the "Juicy" website, ensuring they resonate with the brand's values and appeal to the target audience to enhance the overall user experience (UX).
- Collaborated with PMs to balance business and user needs, from problem definition through multiple release cycles.

### Lead Product & UX Designer — HUBB UCS CORP.(HUBB VENTURES)

Remote | June 2022– Feb. 2023.

Eatt.io App.; a SaaS B2B product, enterprise platform software, website & native applications Started as a Sole Designer, later promoted to lead designer after 3 months, as I managed & mentored a direct report.

- Led end-to-end product redesign, employing research driven UX and UI design processes to enhance user experience and achieve a remarkable 99% increase in usability testing and CSAT scores.
- Executed full-stack in-depth analysis of user data, creating unique user personas, optimizing app user flow, and introducing dashboard shortcuts for a streamlined experience.
- Collaborated cross-functionally to establish a unified visual style guide and information architecture, defining consistent fonts, layouts, and interactions for improved products to attain user-centered design principles and usability.
- Managed regular design sprints with cross-functional teams by implementing agile methodology through usability tests, and user research to inform and refine product improvements, working closely with stakeholders to ensure timely delivery and alignment with business objectives & to balance technical constraints with user needs to deliver polished and scalable solutions.
- Conducted continuous iterations based on users' feedback & insights to increase customer conversion.

### Product & UX Designer — Veer Group

Remote | April 2020 – May 2022.

- Product: Mum Chef App, Food delivery app: Conducted user testing, research, and user experience analysis contributing to overall strategy and decision-making of product direction.
- Designed user interfaces for iOS and Android native apps & prototypes as well as responsive web apps.
- Collaborated closely with developers & engineering dept. to ensure seamless implementation.

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## CERTIFICATION

**Frontend Development,**  
**CareerFoundry,** Mentored  
Program, Certificate, 2021

**UX Design Certificate,**  
Google, Coursera Certificate,  
2021

**UI / UX Design,**  
**CareerFoundry,** Mentored  
Program, Certificate, 2020

**Leadership Certificates,**  
Alexandria University.

## EDUCATION

**B.S. & M.S. in Design,**  
**Faculty of Fine Arts,**  
Alexandria University.

## SKILLS

### RESEARCH

User Interviews  
Usability Testing  
Contextual Inquiry  
Competitive Analysis  
Empathy Maps

### DESIGN

Product Design  
User Experience Design | UX  
Visual Design  
Information Architecture | IA  
Personas  
Journey Mapping  
Storyboarding  
Rapid Prototyping  
Wireframes

### TOOLKIT

Adobe Creative Suite,  
Photoshop  
AI Prompting/ Midjourney  
MS Office, JIRA

*Prototyping:*

Figma  
Sketch  
InVision  
Framer  
Adobe XD

## PREVIOUS WORK EXPERIENCE

### **Interior Architectural Designer & Researcher — Interior Space Design**

2010 - 2019

- Conducted research studies to incorporate the best design elements into UX design experiences for interior design practices.
- Executed diverse interior design projects for residential and commercial spaces, incorporating tasks such as mood boards, client meetings, and user feedback based on analyzing problems, vision & feedback.

*Development:*  
HTML/CSS & JS.

*Additional Tools:*  
AutoCAD  
Revit  
3Dmax,