

# Dina Soufi

UX Designer | Austin, TX

[dina.soufi@gmail.com](mailto:dina.soufi@gmail.com) | [www.dinasoufi.com](http://www.dinasoufi.com)

## **EDUCATION**

### **Certifications / Professional Development / Training**

- User Experience Design / Visual Communication, GPA 4.0 – Austin Community College – Austin, TX
- IBM Enterprise Design Thinking Practitioner – IBM – Austin, TX
- CSM – Certified SCRUM Master – SCRUM Alliance
- Project Management Fundamentals – Project Management Institute – San Antonio, TX
- Graphic Design – Northern Virginia Community College – Alexandria, VA
- Office Management – Pitman Institute – Kuwait

**PORTFOLIO** [www.dinasoufi.com](http://www.dinasoufi.com)

## **PROFESSIONAL SUMMARY**

Result-driven UX Designer delivering engaging and delightful digital experiences through a collaborative and visual design process that translates users' needs into visual concepts and prototypes. Skilled at moving an idea from concept to wireframe to prototype using Agile and Design Thinking methodologies. Proficient in simplifying complex business processes through intuitive user interfaces. Experienced in generating low-fidelity wireframes, designing high-fidelity mockups, and developing interactive prototypes. Recognized for on-time and on-budget high-quality deliverables despite aggressive deadlines.

**Key Skills:** Axure RP | Sketch | InVision | Adobe XD | Photoshop | Illustrator | Voice UI | Mural | Affinity Mapping | HTML | CSS

## **PROFESSIONAL ACCOMPLISHMENTS**

### **Independent Consultant – Austin, TX**

June 2017 – Present

#### User Experience Designer

- Collaborate with stakeholders, users, and development teams to understand business goals and users' needs.
- Determine personas and user journey maps.
- Define and resolve design challenges.
- Ideate visual concepts leading to elegant user interfaces and exceptional user experiences demonstrated through interactive prototypes.

#### **Client:** Walmart – Dallas, TX (Sept 2021 – Present)

- Collaborate with Walmart's Business and NexTech UX Teams to define user's needs and fine-tune the solution's requirements.
- Conduct UX research and design for mobile and web applications.
- Create mockups using Sketch and deliver to the Dev team via Zeplin.

#### **Client:** Hitachi Vantara – Dallas, TX (Jun 2021 – Present)

- Support Hitachi Vantara's UX design team in designing and developing an Axure-based interactive prototype to modernize a legacy legal practice management platform into a cloud-based SaaS solution.

#### **Client:** InsightPro Sports – San Antonio, TX (Aug 2019 – Mar 2020)

- Applied design thinking methodology to design a mobile app that pairs young soccer players and their parents with top tier coaches to advance their skills and grow as athletes. This app enables players to work one-on-one with their coaches regardless of time and location.

- Collaborated with this startup's executive and development teams to fine-tune the app's vision, define users' needs, and prioritize an execution plan.
- Defined the app's personas, determined users' goals and journeys, and sketched related user flows.
- Developed interactive prototypes and proof of concepts using Axure RP to test the app's concept and to validate its features.
- Iterated multiple low-fidelity wireframes and high-fidelity mockups to finalize an intuitive user interface design that communicates InsightPro Sports' brand message.
- Supported the development team with digital assets generation for building the iOS and Android apps.

**Client:** Hitachi Vantara – Dallas, TX (Mar 2019 – Jun 2019)

- Supported Hitachi Vantara's UX design team in designing and developing an Axure-based interactive prototype for a sophisticated content and workflow management platform to improve the productivity and the user experience for 8000+ users from a global Aerospace Engineering company.
- Defined, optimized, and sketched business processes, workflows, and user journey maps.
- Created low-fidelity wireframes and high-fidelity mockups for a simple and modern user interface.
- Developed an interactive prototype to verify design requirements, validate design assumptions, and obtain users' feedback and buy-in.

**Client:** Pillar Construction – Alexandria, VA (Jun 2018 – Dec 2018)

- Worked with marketing and UX design teams to transform Pillar Construction's outdated website into a responsive and mobile-friendly online presence that delivers a vastly improved user experience and communicates this company's growth and new capabilities to its customers and partners.
- Collaborated with the marketing team to determine the new website's goals and objectives.
- Defined and developed personas and user journey maps.
- Analyzed the website's information architecture and designed a new sitemap and navigation structure to make it easier to find user relevant information.
- Worked with the UX team to design an intuitive and responsive user interface that improves the user's experience and achieves the desired business goals.
- Prepared several presentations to communicate the website's redesign vision and its development roadmap to the executive team.

**Client:** Hitachi Vantara – Dallas, TX (Jul 2018 – Aug 2018)

- Supported Hitachi Vantara's UX design team in designing and developing an Axure-based interactive prototype for a large Telecom Services Provider's enterprise business portal to improve customers' experience, reduce support calls, provide user training, and increase services subscriptions.
- Created low-fidelity wireframes and designed high-fidelity mockups.
- Developed an interactive prototype to verify design requirements, validate design assumptions, and obtain users' feedback.

**Client:** Harris Hill Raceway – San Marcos, TX (Feb 2018 – Aug 2018)

- Delivered a complete user experience design for a mobile app to increase membership and to provide existing members with timely information regarding the track' status, schedule, and race results.
- Conducted user research and interviews to define personas and user journey maps.
- Sketched low-fidelity wireframes and designed high-fidelity mockups for a user-friendly interface.
- Created User Testing Scripts and SUS Survey, and orchestrated Usability Testing to validate design.

**Client:** Austin Community College – Austin, TX (Jul 2017 – Oct 2017)

- Collaborated with stakeholders and the UX team to set the vision and roadmap for ACC Library Services website.
- Completed a heuristic analysis of the existing website.
- Created surveys to conduct qualitative and quantitative research to pinpoint users' needs and pain points.
- Analyzed content to reorganize into a cohesive information architecture and an intuitive navigation structure.
- Designed a new responsive user interface to improve and streamline the user experience.

**Client:** Prep2Prep.Com – San Jose, CA (Jun 2017 – Aug 2017)

- Supported the marketing team in designing a new and responsive user interface for Prep2Prep.com.
- Defined user needs, personas, and user journey maps.
- Created low-fidelity wireframes and designed high-fidelity mockups.

**Salus IRB – Austin, TX**

2013 - 2016

IRB | Independent Review Board Coordinator

- Increased revenue by timely and accurately coordinating all planning, facilitating, processing, and follow-up activities for Board meetings and related deliverables.
- Provided procedural guidance and collaborated effectively with Board members, staff, clients, investigators, and study personnel to identify and resolve issues.
- Attended and facilitated three weekly Board meetings, prepared and finalized agendas and minutes, and ensured all action items are accurately recorded, processed, and communicated to clients.
- Ensured compliance with Federal Regulations, ICH Guidelines, Standard Operating Procedures (SOPs), and company policies.

**Precise Billing Services – San Antonio, TX**

2006 - 2012

Founder / Owner

- Established and managed medical billing consultancy for physicians.
- Improved practice cash-flow by 60% through clean claim processing, and accurate on-time A/R collection.
- Achieved a collection rate of 90%.
- Increased insurance claim preparation's efficiency by analyzing business processes and establishing simple, easy to follow workflow procedures.
- Reduced collection time by ensuring "clean-claim" submission through an accurate flow of patients' information translated into proper codes and modifiers.

**Tesoro Companies – San Antonio, TX**

2009 - 2010

Legal Contract Consultant | SAP-CLM Project

- Assisted in achieving a major milestone establishing an SAP-based Contract Lifecycle Management system to provide quick and easy searchable access to 20,000 paper contracts.
- Gathered, analyzed, and organized needed information for document electronic scanning and uploading and prepared necessary metadata using the existing system's taxonomy.
- Ensured consistency and accuracy of system information exchange by collaborating with corporate divisions.
- Improved information accuracy by reviewing, analyzing, and evaluating contract documents for permanent electronic storage.

**Freddie Mac – McLean, VA**

2000 - 2005

Graphics Specialist / Project Coordinator

- Managed a production team of multiple developers resulting in over 2500 pages of desktop-published corporate training documents, user manuals, presentations, business plans, marketing materials, posters, flyers, surveys, and product catalogs.
- Improved account managers' productivity in promoting company's offerings to their customers by creating widely distributed and used templates.
- Received numerous awards for unparalleled dedication to timely production of high-quality training materials.