NEJAT SASSOUNES
FULL STACK PRODUCT DESIGNER

I LOVE   Making sense of messes. Solving problems with good design. Building simple, effective experiences.

EXPERIENCE

Guaranteed Rate – Senior UX / UI Designer [Dec 2013 – Present]
★ Lead designer on Digital Mortgage, TransferSafe and LoanFinder products.
★ Define personas and user journeys, wireframe end-to-end process flows, create clickable prototypes, design finalized high-fidelity comps, write HTML and CSS for fully responsive UIs.
★ Collaborate with stakeholders, product leads and devs to define projects, roadmaps and KPI's.
★ Analyze data to make inferences about problems and improvements to drive product lifecycle.
★ Conduct in-person user testing and interviews to gather feedback and derive actionable data.
★ A/B testing and goal optimization with Visual Web Optimizer.

Total Attorneys – UX Design Manager [Aug 2008 – Dec 2013]
★ Designed, coded and maintained a dozen websites in the legal services marketing space spanning multiple content verticals with traffic originating from SEO, SEM, Affiliates and Social Media.
★ Designed and coded custom web and mobile CRM and marketing automation tools for attorneys.
★ Optimize conversion rates per site and channel via A/B, multivariate testing with Adobe Target.
★ Work with SEO and SEM Managers to improve and content for PageRank and CTR.
★ Analyze GA and CrazyEgg data to define actionable suggestions for improvements.
★ Maintain and update site content and blogs through use of multiple different CMS's.
★ Winner of the 2011 Dynamic Duo Award for teamwork and productivity.

Cloud Over Tree Studio – Jack of All Trades [May 2002 – Present]
★ Freelance consultant for all things product, marketing and design serving clients for over 15 years.

SUPERPOWERS   Product Development, UX Design, UI Design, Mobile App Design, Visual Design, Usability Research and Testing, User Interviews, Analytics and Performance Metrics, A/B Testing

TOOLBOX   Pencil, Paper, Adobe Creative Suite, Sketch, InVision, Balsamiq, Draw.io, Google Analytics, Hotjar, CrazyEgg, Adobe Target, Visual Web Optimizer, HTML5, CSS3, Bootstrap, GitHub, Spotify

EDUCATION

Columbia College Chicago [Class of 2005]
★ Bachelors of Arts in Digital Media Technologies
★ Artwork was featured on display in Columbia's C33 Gallery during Manifest 2005

Evanston Township High School [Class of 2000]
★ Multiple years of AP Art and Independent Studies
★ Artwork was featured on display in The Dallas Museum of Art for the 2001-2002 College Board AP Studio Art Exhibit. I was the only student asked to speak at the opening.

REFERENCES   Readily available upon request.

+1.847.347.6448 ★ NSASSOUNES@GMAIL.COM ★ 4828 W. GUNNISON, CHICAGO IL, 60630