



Yasmeen Almuhanna

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OBJECTIVE

Interdisciplinary designer seeking a position where I can thread design, business, and technology thinking together to develop inventive, durable and thoughtful solutions from concept to delivery. My architectural foundation sets me apart in my ability to adopt a user-centered approach to problems. I think of systems before execution and believe that effective and memorable digital experiences occur at the intersection of Visual Design, User Experience, and Content Strategy.

TOOLKIT

Core Competencies

UX/UI Design
Wireframing
Task-Flow models
Design Thinking
Heuristic Evaluation
A/B Testing
User Research
Data Visualization
Agile Workflow
Project Management
Team Management

Digital Software

Adobe Creative Suite
AdobeXD
AutoCAD
Rhino
Grasshopper
Confluence
Jira
Figma
Sketch
MySQL
Git

Analog

Sketching/Illustration
3D modeling
3D printing
Laser Cutting

Coding

HTML
CSS
Java

Languages

English (fluent)
Arabic (fluent)

EDUCATION

University of Pittsburgh | Katz Graduate School of Business

Masters in Management Information Systems. (STEM)

2018-2019

Carnegie Mellon University | College of Fine Arts

Bachelor of Architecture + Minor in Business Administration

2012-2017

WORK EXPERIENCE

Web Designer + Branding | Free Lance

2020

- Collaborated closely with the marketing team and led re-branding initiative stationary and website proposal for Sun Pain Institute.
- Designed a small new interactive site to convey client's work and personality, featuring a fun and quirky illustrative approach. The site featured an illustrative responsive hiking trail that morphs and changes based on the size of the web browser window.

UX + Spatial Designer | Fuel Nutrition Group

2019

- Redesigned hair station to use reclaimed materials, cutting costs by 30%.
- Helped client clarify and define company's mission, target audience, and goals in order to set the design objective.
- Developed user flows and customer journey by interviewing customers.
- Identified key areas of improvement and proposed an action plan for brand's development including implementation of loyalty program.
- Created an interiors concept package for Fuel's pilot saloon for men.

Graduate Architect | Ae7

2017-2018

- Reduced turnaround time >50% by streamlining change request process between the state side design office and overseas structural team.
- Led landscape design proposal with help of team in producing drawings.
- Worked with 40+ team members to produce conceptual design options, 3D- modeling, drawings, and presentation materials.

Architectural Intern | Alargan Group

2016

- Collaborated with metal fabricator on detail construction drawings of a complex joint for an outdoor canopy.
- Developed plans and arrangements for a housing development project.
- Undertook conceptual design of a gym facility in Sabah-Al-Salem, Kuwait and presented ideas to CEO.

MASTERS EXPERIENCE

DowDuPont Tyvek Brand | Marketing Case Problem

- Identified and qualified new sales prospects for the company Tyvek brand through expansion into outdoor recreational area
- Researched vertical markets to determine outlets to advertise on and co-branding opportunities.