

Victor Abdelnur

UX Designer

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Work Experience

Jan 2021 - Present

UX Designer
Freelance ▪ NYC, NY

- Created a plan to merge related products into one, more streamlined product, resulting in a 25% reduction in design costs.
- Utilizing UX design principles and best practices to identify and understand user needs, and develop innovative solutions that enhance user engagement and optimize the overall user experience.
- Proficient in using various design tools to create high-quality deliverables such as wireframes, user flows, customer journey maps, prototypes, and intuitive UI solutions tailored for web and mobile platforms.
- Conducting thorough analysis of stakeholder objectives and user needs to develop design solutions that align with both stakeholder goals and user requirements, ultimately delivering impactful results.

Aug 2018 - Present

Creative Designer
Consulate General of Brazil ▪ NYC, NY

- Conducted evaluative testing with 10+ participants using Figma and UserTesting.com; helped to synthesize and design in response to findings which reduced bounce rate for primary user flow by 30%.
- Performed user research using a variety of methods including surveys, interviews, and usability tests to better understand the needs and preferences of the Brazilian community living abroad.
- Designed visually appealing and informative print materials, including brochures, flyers, and posters, to promote the Consulate General's events and services.
- Worked closely with diplomats to communicate their messages effectively through design, resulting to 35% increase in visibility and greater support from the Brazilian community.

May 2014 - Present

Music Producer
Mapa Sound ▪ NYC, NY

- Worked closely with advertising agencies and clients to understand their music requirements and create custom music that aligns with their vision, brand identity, and target audience
- Provided creative direction to musicians, singers, and songwriters to ensure that the music production meets the client's requirements and vision
- Creating and editing sound effects and designing music that fit seamlessly with the visuals and narrative of the advertisement

Summary

UX designer with a background in sound and music production, creating interactive user experiences for more than 3 years. Collaborated with advertising agencies that honed the ability to understand the goals of a project and who the target audience is.

Education

EBAC
UX Design Certification
2020-2021

Point Blank Music - London, UK
Diploma in Music Composition
2009-2011

Estacio de Sa
BA in Industrial Design
2005-2009

Skills

User Research
UX Strategy
Wireframing
Prototyping
Interaction Design
User Interface Design
Design Systems
Sound branding
Collaboration
Communication

Tools

Figma
Sketch
Adobe Creative Suite
Miro
Mural
Final Cut Pro X
Ableton Live
Pro Tools
Editor X