Ayah Khalil
UX Designer/UX Researcher

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Professional Summary

I am a UX Designer dedicated to creating intuitive, user-centered experiences that address real needs. With a background as a Digital Media Analyst and Operations Manager, I bring strong analytical and project management skills to my design work, ensuring data-driven and strategic results. My goal is to make technology more accessible and inclusive for everyone by solving design challenges that simplify and enhance digital experiences.

Skills

UX Design | Wireframing | Prototyping | User-Centered Design | Storytelling | Visual Design | Information Architecture | Persona Creation | Accessibility Design | Usability Testing | Design Systems | User Flows | Affinity Mapping| Sketching

UX Research | User Interviews | Surveys | Contextual Inquiry | Usability Testing | Competitive Analysis | Persona Development | Journey Mapping | Data Analysis | Heuristic Evaluation | Card Sorting | Findings Presentation | Reporting

Tools | Figma| Microsoft Office Suite | Google Workspace | Excel | Google Ad Manager | Airtable | Trello | Asana | MOAT| DoubleVerify

Skills |Collaboration | Communication | Problem-Solving | Project Management | Analytical Thinking | Adaptability | Empathy | Creativity | Attention to Detail | Critical Thinking | Time Management

Professional Experience

Conde Nast | **Digital Media Analyst**| New York, NY   July 2022 - March 2024
- Analyzed digital ad operations, improving performance metrics for Revenue Operations and Client Services teams..
- Identified and implemented process improvements within sales and ad operations, resulting in a streamlined workflow that increased operational efficiency by 25%.
- Developed detailed reports using Excel, MOAT, DV, and Google Analytics, recommending actionable insights for clients and internal teams resulting in improved KPI performance.
- Collaborated with Media Solutions and Client Services to deliver real-time solutions, improving user satisfaction and driving a 20% increase in pre and post-sales efficiency.
- Analyzed media plans to optimize pricing and revenue monetization strategies, contributing to a 15% uplift in campaign profitability.
- Partnered with Media Solutions and Ad Operations to troubleshoot post-launch campaign issues, reducing resolution time by 30% and enhancing user experience.

Equativ | **Digital Operations Manager**| New York, NY   October 2020 - July 2022
- Managed over 60 digital media campaigns and optimized programmatic advertising strategies, enhancing revenue by 20%.
- Utilized project management tools like Airtable to manage multiple digital media campaigns, ensuring timely delivery and stakeholder satisfaction.
- Developed and grew a portfolio of over 40 assigned ad agency accounts to help them achieve their marketing objectives leading to increased company revenue.

UX Design Projects

Martini Girls Club | UX Designer | Desktop interface   Jan 2025 - Current
Led UX/UI design for Martini Girls Club, a digital platform for a private social club empowering women through curated events, community, and career development resources.
- Conducted user research and interviews to understand member needs around connection, professional growth, and hybrid event experiences.
- Designed responsive web pages including RSVP flows, content hub, and application form using Figma, aligned with brand style guides.
- Collaborated cross-functionally to define and implement a scalable design system for MVP launch.

June 2024

Meraki Health | UX Designer | Native iOS mobile application
Designed a comprehensive booking interface using Figma, which streamlined the process for users to schedule nursing and lab services. This enhancement led to a 30% increase in user engagement, making it easier for patients and guardians to access necessary services.
- Collaborated with an international client in Nepal, meeting weekly to discuss progress and align on design goals. This partnership ensured the project met user needs effectively.

- Conducted user research to identify pain points for patients and caregivers, leading to valuable insights that informed the design process.
- Developed personas and journey maps to streamline user flows, resulting in a more intuitive experience tailored to the users' needs.
- Designed a user-friendly dashboard for purchasing, viewing, and tracking health services using Figma. This enhancement contributed to a 30% increase in user engagement and improved overall satisfaction.

Kindle App| UX Designer | iOS mobile application   May 2024
- Integrated e-commerce features for purchasing books and digital content using Figma, enhancing the overall user experience and streamlining the buying process.
- Created an Explore page to enhance the social aspect of the app, allowing users to discover and share reading recommendations, fostering community engagement.
- Conducted usability testing to gather user feedback on the app's interface, leading to refinements in layout and functionality. These changes resulted in a 15% improvement in usability scores based on user testing feedback.

Candle.nyc Redesign | UX Designer | Desktop interface   April 2024
- Conducted usability testing to identify key improvements, leading to a redesign that minimized scrolling and centered elements, significantly enhancing user navigation.
- Implemented a filtering system for candle lines instead of categories, improving the shopping experience and aiming to reduce bounce rates.
- Improved visual appeal and navigational efficiency based on user research, creating a more engaging user experience.
- Gathered feedback from usability tests that informed design decisions, resulting in a more intuitive layout and increased user engagement, as reflected in user testing results.

Education

General Assembly | UX Design Immersive | Remote
Completed a comprehensive UX design bootcamp with over 420 hours of hands-on experience. Gained expertise in UX research, wireframing, iterative design, and prototyping. Proficient in using Figma for creating user-centric designs.

Binghamton University| Bachelor of Arts | Sociology Major| Binghamton, NY