Maher Farsoun

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UX Experience

UX Designer

Metro bank
Sep 2018 - present

Work within the digital design team as one of 5 members

- Mobile banking application
  - Competitive analysis, user interviews, card sorting, wireframing, prototyping & user testing.
- Website
  - Sitemapping, card sorting, IA redesign, prototyping & user testing.

UX Designer

Connected Space
Nov 2017 - Sep 2018

Sole UX designer working alongside 35 developers at this East Croydon based digital agency.

- Urban Data Platform
  - A city wide project management and risk mitigation system.
  - User research, wireframing, IA, UI design, prototyping, user testing.
- Sitematch
  - Designing a floor-plan and navigation system for an event based networking application.
  - User research, wireframing, UI design, prototyping, user testing

UX Freelancer

Storytellers
Aug 2017 - Present

Storytellers is an application that combines augmented reality and stroytelling.

- Concept design, competitive analysis, user research, affinity mapping, wireframing, UI design, prototyping & user testing.

Skills Summary

UX

Competitive Analysis
User Research
Affinity Mapping
Information Architecture
Interaction Design
Prototyping

Software

Adobe Suite
Axure
Excel
Google Analytics
Invision
Marvel
Omnigraffle
Principle
Sketch
Zeplin
Visio

Languages

Arabic
Greek
HTML 5
CSS

Non UX Experience

Index Manager

Standard & Poors
May - Nov 2016

- Worked on a project to move 200 + indices across teams, this involved compiling and analysing large amounts of data and creating methodologies to send to clients to obtain their approval on the changes.

Asset Servicing Specialist

Citibank
Aug 2014 - May 2016

- Coordinated with tax, lending and settlements as well as senior management to ensure timely and desirable outcomes for our clients and mitigate risk for the bank.
- Designed and implemented a colour code for file sharing for our team that was adopted across the department.

Corporate actions analyst

Morgan Stanley
Feb 2011 - Aug 2012

- Processed 600+ corporate actions including complex high-risk events with 300+ accounts where millions of pounds lay in the balance.

Education

User Experience Design Immersive

General Assembly
May - Jul 2017

- 10 week User Experience Design Immersive course working on projects covering user research, sketching, wire-framing, interaction & interface design, prototyping & testing and working with clients.

Master of Political Economy

City University of London
Sep 2013 - Sep 2014

- An analysis of the effects of online piracy on innovation from a Schumpeterian perspective with the aim of creating a successful intellectual property rights governance model for the European market.

Bachelor of Business Administration

University of Kent
Sep 2006 - Jul 2009

- Dissertation: An analysis of the UK coffee house industry to create a 5 year strategy for the company.