

Hana Awad

User Experience Designer & ex-Architect

Copenhagen, Denmark · hana@hanaawad.com · (+45) 93 83 90 46 · <https://dk.linkedin.com/in/hana-awad-96071b150>

Passionate interface and UX designer with front-end development experience and an architect's background. I take products from research and information architecture through to designed, shipped interfaces — and, because I also write front-end code, I design with the grain of what's buildable. Ex-architect from Alexandria, Egypt, now based in Copenhagen.

EXPERIENCE

Senior UX Designer Lead — SOUNDBOKS

Apr 2021 – Present

Copenhagen, Denmark

- Translate insights and business requirements into product design concepts and intuitive end-to-end experiences.
- Lead UX design strategy from start to finish — deep research, creative ideation, and tackling design-strategy and information-architecture challenges across the whole UX journey.
- Develop user-centric brand experiences across online shops, digital products, and services; build customer journeys, sketches and wireframes.
- Lead research projects and develop new app features through cross-team collaboration with stakeholders across departments.
- Build a Figma component library and design frameworks for website and mobile app, improving UI consistency and speed of delivery.
- Work with scalable, responsive designs; collaborate with Product Owners and Engineers from conception to launch in an agile, weekly-sprint process.

UX Designer & Frontend Developer — Ovni

Aug 2018 – Present

Egypt

- Developed user personas and user journeys, and defined the product roadmap and KPIs to prioritise work.
- Fast sketching and prototyping; designed website and mobile-app frameworks in Figma for back-end developers.
- Implemented designs using the Angular framework, working weekly with back-end developers on the high-level experience and key interactions.
- Worked with the marketing team to understand market traction and strengthen community building.

UX Designer & Frontend Developer — Memorix

Sep 2019 – Aug 2020

Copenhagen, Denmark

- Weekly user testing plus desk and on-site research to understand user challenges and the market domain.
- Developed personas and journeys; defined the product roadmap and KPIs.
- Designed website and mobile-app frameworks in Figma and implemented designs using Angular, working daily with back-end developers.

Frontend Web Developer Intern — Valuer

Jul 2019 – Sep 2019

Copenhagen, Denmark

- Redesigned proposals for Valuer's website; produced e-book and thumbnail designs.

Full-Stack & Web Developer Intern — Bomae

Mar 2019 – Sep 2019

Copenhagen, Denmark

- Built a customised CRM to meet business requirements, giving full visibility on cases and easier document sharing with customers.
- Designed and implemented the dashboard, improving employee productivity.

Interior Designer (Freelance) — Freelance

Jul 2016 – Sep 2018

Egypt · Zurich · Copenhagen

- Delivered residential apartment, villa and office projects — client consultation, schematic design, 3D visualisation, detailed drawings and final delivery.

Architect, Researcher & Teaching Assistant — Arab Academy for Science & Technology (AAST)

Jul 2014 – Sep 2018

Alexandria, Egypt

- Organised and developed teaching material for university lectures; reviewed material with students in group and one-to-one sessions.
- Assisted in preparing examinations and grading student progress and projects.

EDUCATION

MSc, Architectural Engineering & Environmental Design

Sep 2017 – Aug 2019

Arab Academy for Science & Technology (AAST) · Alexandria, Egypt

Graduated with honours. Thesis: a sustainable-design approach studying natural ventilation in educational buildings.

BSc, Architectural Engineering & Environmental Design

Sep 2009 – Aug 2014

Arab Academy for Science & Technology (AAST) · Alexandria, Egypt

Front-End Web Development Nanodegree

Jan 2020

Udacity · Online

Web Development Bootcamp

Jan 2019

Le Wagon · Copenhagen, Denmark

9-week full-stack bootcamp: Ruby, Ruby on Rails, JavaScript, HTML & CSS, APIs, GitHub, Heroku — plus an introduction to UX design and Figma.

Parametric Design Course

Sep 2014

Architectural Association · Berlin, Germany

Sustainability Summer School

Jul 2011

University of Lincoln · Lincoln, UK

CERTIFICATIONS

LinkedIn Learning (Jan 2021)

Analyzing User Data · Creating Personas · Ideation · Creating Scenarios & Storyboards · Implementation Planning · Prototyping · Multidevice Design

SKILLS

UX / UI: Figma, Adobe XD, InVision, Whimsical, Sketching, Wireframing, Prototyping, Usability testing, Photoshop, Illustrator, InDesign

Front-end & software: HTML, CSS, JavaScript, Angular, Bootstrap, Ruby, Ruby on Rails, Git, Heroku, Linux, OOP, SaaS

Architecture: Autodesk Revit 2D/3D, Autodesk 3D-MAX, SketchUp, CAD, Rendering, Design research, Project planning

Ways of working: Agile / Scrum, Information architecture, Customer journeys, Cross-team collaboration

LANGUAGES

Arabic (Native) · English (Fluent) · Danish (Learning (module 3)) · French (Beginner)