



EHAB AREF

Graphic & Web Designer

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About:

Hello, my name is Ehab Aref. Recently moved to Los Angeles from New York. I design and build beautifully-crafted pixel perfect responsive websites. I am hands on designer with solid knowledge of Creative Suite. I Have strong organizational, prioritization and multitasking skills with the ability to work and switch gears between projects when needed. I am Passionate about design, a positive "can-do" attitude, and the ability to be highly creative within an agile development process.

PROFILE:

- Solid knowledge of the Creative Suite with understanding of modern mobile & responsive design principles
- Keeping up with current and emerging trends in interactive technology and design
- Understanding of limitations and capabilities of standard interface technologies (HTML5, CSS3, Javascript, and key platform/browser related issues)
- Collaborates well in groups of other designers & developers to ensure the best overall outcome of projects
- Able to work under minimal direction and use independent judgment in decision-making
- Punctual, reliable, able to switch gears between projects and meet deadlines on time

EXPERIENCE:

Zip Recruiter, Los Angeles, CA

Web Designer, June 2014- Current

JWed, New York, NY

UX Designer/Interactive Art Director, August 2013- Current

- Worked with Back-end web developers to communicate the UI/UX design details
- Reinforced the company branding and help develop the visual language for Jewish dating company
- Responsible for creating design solutions that have a high visual impact directed to Jewish community
- Coding and styling company main page as well as every day Email Marketing
- Designed and coded pixel-perfect responsive mock ups of the User Interface
- Produced top quality visual design for Email marketing and the web
- Performed User Acceptance Testing on implemented GUI features and work flows
- Worked side by side with the CEO, Brand Manager and Director of Marketing to create Email marketing campaigns that brought in over \$25K in sales

ComiXology Inc, New York, NY

Interactive Art Director, January 2011- August 2013

- Worked side by side with the CTO, VP and UX to help develop a user friendly HTML5 CMS digital comic website including a complete mobile version
- Managed, edited and evaluated variety of design projects for a team of web developers includes Email designs, web site update and updating web applications
- Designed entire user interface for multiple publisher applications for iPhone/iPad use
- Helped create and design a wide range of individual landing pages for comic publishers such as; Marvel, DC Comics, IDW, Dynamite, Boom, Green Hornet etc
- Researched for new trends that can help improve in-house Self Authoring Tool web application
- Oversee weekly advertisement banners and bricks for mobile applications and the web
- Worked side by side with in-house web designers to help improve the company image on the web

Twin America LLC, New York, NY

Interactive Art Media Director, August 2008 - December 2010

- Designed and maintained over 10 CMS travel, airport transportation, limousine and sightseeing websites
- Managed, edited, evaluated design projects and setup work-flow wire frame mock ups for a team of web

designers and developers

- Helped to increase company conversions rate by create a complete user friendly user interface
- Designed, optimized and animated web banners and power point presentations for day-to-day use
- Worked side by side with the Director of Marketing, Copy writer and VP of Interactive Media to mock-up and invent more dynamic graphics and rich media interfaces
- Worked closely with usability specialists to transform wire frames into HTML screens using interactive prototyping and A/B testing to refine the designs based on the usability guidelines
- Researched for new trends that can help improve online customer usability (JavaScript, HTML5, CSS3) and communicated this information with designers and development team
- Created a complete artwork database and graphic standard books to match each brand's color scheme
- Designed and prepared print brochures, holiday postcards, flyers and large banners for prints
- Responsible for Design, in-line coding and testing Email marketing blast and Email confirmations

ABC Carpet & Home, New York, NY

Web Designer, June 2008 - August 2009

- Redesigned and maintained company website including: codes, mock-ups, and web animations
- Translated the user requirements into wire frames depicting the different user task flows
- Designed and animated Flash banners to help increase online company sales
- Incorporated new functions and features such as an easy to use navigation system, image enlargement, and an easy access to website search database to enhance online customer use
- Worked side by side with president of digital development and programming team to compose more dynamic interface, user-friendly navigation system, and an easy to maintain shopping cart

MTV/Nickelodeon, New York, NY

Web Designer Internship, January 2009 - March 2009

- Animated Flash banners and a user interface bins and aints to be displayed on nick.com
- Designed wallpapers for "Imagine That, iCarly, Kids Choice Award" Films and TV shows
- Created website mock-ups for Eddie Murphy's upcoming film "Imagine That"
- Retouch and optimize images for Flash use and daily updates on nick.com
- Collaborated with Art Director and senior designers on various special events and confidential projects including Nickelodeon upcoming website, image editing, and wallpapers

Lions Gate Entertainment, New York, NY

Web Designer, July 2008 - September 2008

- Designed and implemented Flash website with After Effects transitions and XML video components as part of guerrilla marketing to increase awareness of "The Spirit" movie
- Optimized videos for online video-sharing sites such as: You Tube, Vimeo and Facebook
- Assigned a hosting account and domain name for the client
- Animated main film character and prepared it for projection at Union Square

Luka Grubisic Couture, New York, NY

Freelance Graphic/Web Designer, May 2008 - August 2008

- Developed, Design, and coded six page Flash website to promote a Fashion Designer
- Retouched, photographed images and optimized them for flash and web-ready use
- Implemented large images using XML and Flash with an easy-to-use navigation system

The Art Institute of New York City, New York, NY

Web Designer, December 2006 - June 2009

- Developed, Designed, and coded over 40 HTML and Flash pages for Academic Support official website to assist students with up-to-date newsletters and peer tutoring
- Implemented a user-friendly navigation system to accommodate information based website
- Performed weekly newsletters and events updates with a Flash banners design for them