

# Hajar Azzam ↘

## Education

### University of California, Los Angeles (UCLA) | B.A. in Design Media Arts

06-2020 / 3.9 / Chancellor Community Service Award / Dean's List / Game Design Fellowship

## Experience

### Product Designer @Bits

11-2020- 03-21 / London, UK

Spearheaded product design for a FinTech startup backed by Y-Combinator. Enhanced the company's app and website to improve user-friendliness and functionality for 60K+ end users. Created user flows and wireframes to build user interface mockups and prototypes using Figma and Adobe XD

### Multimedia Intern @International Institute

10-2019- 03-2020 / Los Angeles, CA

Animated titles and 2d assets for a video series. Improved editing efficiency by unifying the look of the videos and establishing a design system.

### Production Intern @Sesame Street

06-2019 - 09/2019 / New York City, NY

Designed on-brand presentations and layouts for the show's website and team meetings and performed production assistant office work including script and footage review.

### Design Editor @Altalib Newspaper

09-2018 - 06/2019 / Los Angeles, CA

Completed a redesign of America's first Muslim student run newspaper. Designed the cover and the layout for the annual printed issue and created weekly graphics for social media marketing of the events and articles.

### Graphic Designer @UCLA SOLE Office

09-2017 - 02/2018 / Los Angeles, CA

Redesigned the office's web-banners, ads, and pamphlets to improve their usability and accessibility as they are directed to all 1000 UCLA student organizations leading to a 15% increase in event attendance and online sign ups.

### Visual Designer @Buzzfeed x Austere Attire

02-03/2017 (Freelance)

Created appealing printed and digital promotional materials including posters, infographics, and social media filters to advertise the event that received media attention and 2.5 million views on Youtube.

## Skills + Software

Adobe Creative Suite (Photoshop, Illustrator, Indesign, After effects, XD), Autodesk Maya, Cinema 4D, Final Cut Pro, Premiere.

Print Design, Typography, Visual Design, UX & UI Design, Branding, Interactive experiences, Video & Animation, Design thinking, Concept Testing, Prototyping, Concept ideation, Problem Solving.



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