

# HAITHAM HASSAN

## UX & PRODUCT DESIGNER

### ABOUT

Over 6 years of experience in UX design, creating for industry leaders and start-ups. Passionate about understanding the users and their needs accurately and deeply, to create a design that is as useful, usable and desirable as possible.

### EXPERIENCE

#### FTD COMPANIES INC.

*Lead UX & Product Designer / 2016 - Current*

- Manage UX design brainstorming and feature requests from start to finish. Sketch, produce storyboards, and other artifacts required to develop and evolve the customer experience.

#### PROVIDE COMMERCE, INC.

*UX Designer / 2015 - 2016*

- Responsible for creating wireframes, flow diagrams and interaction design through visual design execution and creation of design specifications across all brands.

#### PROFLOWER.COM

*Digital Designer / 2014 - 2015*

- Lead all asset production for marketing and digital campaigns including social media campaign activation and technologies.

#### UNDERGROUND ELEPHANT, INC.

*Web & Graphic Designer / 2013 - 2014*

- Collaborate closely with marketing teams - supporting and creating solutions that include responsive websites and web-based applications.

### EDUCATION

#### ART INSTITUTE OF SAN DIEGO, CALIFORNIA

*Bachelor of Science (BS), Web Design & Interactive Media*

#### ALEXANDRIA UNIVERSITY

*Pre Medicine, Pre Medical Studies*

### SKILLS

#### ADOBE CREATIVE SUITE

*Photoshop, Adobe XD, Illustrator*

#### PTOTOTYPING TOOLS

*Sketch, Invision, Protopie*

#### FRONT END DEV

*HTML, CSS, Wordpress*

#### USER TESTING

*A/B Testing*

### PORTFOLIO

[www.h2excelsior.com](http://www.h2excelsior.com)

### CONTACT

haitham.m.hassan@gmail.com  
858-337-6635