

Hina Kadri

TEAM CATALYST (SYSTEMS ENTHUSIAST (PROCESS AFICIONADO (STORYTELLER (CULTURE ADVOCATE

www.hinak.design.com
hinak.design@gmail.com

As a Senior UX Visual designer I'm driven by a passion for storytelling, team building, risk-taking, and problem-solving. My focus is on empowering teams to create cohesive and inclusive end-to-end experiences that engage users and drive business success with a focus on multiple product lines across engagement, retention and monetization.

EDUCATION

BS in Zoology & Botany
Masters in VisualGraphics
& Animation

PROFESSIONAL EXPERIENCE

CERTIFICATION

Training BETTER UX
Strategies
Designing Accessible
User Experiences DEQUE
SYSTEMS, INC
Certified in HCD
Certified in Color Theory
Agile Methodology

Zharta, Product Designer JAN 2023 - PRESENT

I made significant contributions to the company's mission as an NFT Web3 Layer 1 Platform for Instant NFT Loans, Token Rewards, Other-side Renting, Leader board and Points system resulting in a \$4.3 million seed funding, 10K+ wallets acquisition, accelerating the product road-map and supporting 100k users.

TOOLS

Jira / Confluence
Figma / Figjam
Amplitude UserTesting
Miro
Sketch
Adobe Creative Suite

- Led the design of new features from 0-1 for desktop and mobile platforms in partnership with product and engineering, resulting in user-centric and effective solutions for personalised instant NFT loan simulation and liquidity tools.
- Pioneered a robust design system supporting multiple themes, adopted by 2 designers, 8 engineers, marketing and Data science teams resulting in a 12% uptake in usage across desktop app and mobile web platform.
- Took ownership of research and usability efforts to gain valuable insights into user needs and preferences.
- Crafted Otherwise renting innovative idea and UX strategies for user voice that resonated with Zharta's target audience.

Chegg, Senior UX Designer, JAN 2019 - Dec 2022

SKILLS

Mentor-ship & Coaching
Strategy & Vision Research
& Discovery
Design Operations Team
Management
Design Systems
Accessibility
Change Management
Project Management
User Experience
Quant/Qual Analysis

I've been at the forefront of driving user experience, product quality and growth as a design IC in the ed-tech space at Chegg, a platform dedicated to enhancing educational outcomes for students.

- Starting as the sole designer, played a pivotal role in building and expanding both the product and marketing design teams from 1 to 12 in the span of 4 years, achieving high expert retention rates.
- Produced new and enhanced authoring features, including a product design led modernization and overhaul of the product experience in partnership with user research, product and engineering.
- Spearheaded the utilisation and creation of a formal design system and brand guidelines, ensuring heightened efficiency and overall brand consistency and as the teams and product grew.
- Championed design thinking culture implementing learning and development opportunities.
- Strategically hired 4% of the Design Org within 2 years, achieving high retention and performance.

OLX, Senior Designer JUL 2015 - APRIL 2018

PASSIONS

Environmentalist
Conference Event Organizer
Graffiti Art Creator
Volunteer
Travel & Culture

A leading figure in the B2C recognition and engagement Classified sector, I played a trans-formative role in its brand and marketing trajectory driving Achievers to its \$10 million acquisition.

- Led 3 high-impact teams: Discovery & Activation, Monetization, and Advocacy as well as introduced and led a formal Usability Testing function promoting company-wide initiatives.
- Led a transformative brand initiative through cross-functional collaboration, emphasizing user-centric design principles, and crafting a comprehensive brand guide for the organization to follow.
- Collaborated on design efforts encompassing brand and marketing assets, including the company website, advertisements, event space signage, and promotional materials.
- Tested and iterated on monetization strategies for pricing plans, ads, and revenue-focused product offerings, resulting in a 18% year-over-year surge in subscriptions, generating \$7.8M.

KiwiTech Client Servicing Agency, UI/UX Designer JUL 2012-Jan 2015

I pioneered my visual design and UX skills in leading client servicing projects for designing iPad, iPhone, and Android Apps for NASA, Danone, Sony Eros Music, Walter Kluwer Law, Mckinsey & Company, Aether Anesthesiologist, Kloof, Healthy Children, and many more.

- Delivering intuitive, purposeful experiences for web, mobile, and software applications.
- Creating prototypes and wireframes to communicate interaction and design ideas.
- Coordinate with designers to ensure accurate communication and efficiency in the design phase
- Have an understanding of the importance of user-centered design and design thinking, as well as understanding an initial level of information architecture, content strategy, usability, and accessibility
- Support the connection between the client needs and the product vision we are creating, through strong collaboration with the Product Manager, Engineering Manager, and team members
- Develop design concepts and prototypes and test them with users by running user interviews, user testing, and usability sessions
- Be a team player, self-motivated, and amazing at collaborating with other designers
- Participate in cross-functional design reviews with the larger design team

Splash Math, Creative Designer JUL 2011- JUL 2012

I made a creative contributions to the company's mission as an ed-tech platform for kids I maths learning resulting in a \$20.8 million downloads, accelerating 33k Schools acquisitions, and one of the leading iPad and iPhone Apps on Apps Store

- Partnered with Founders on a vision for the playfulness and innovative creative content creations that played a pivotal role in achieving a 6% year-over-year revenue growth, culminating in \$18.2 million in Q4 2012.
- Increased international conversion rates with localized common core content and user experience efforts to optimize for product-market fit.
- Drove engagement +52% through iterative testing on levels, learning, scoring enhancements, as well as introduced new partnerships with Schools.
- Tested and iterated on monetization strategies for pricing plans, ads, and revenue-focused product offerings, resulting in a 18% year-over-year surge in subscriptions, generating \$7.8M.