

Nora Fayad Rauhouse

UX Designer

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As a fearless UX Designer with a background in the coffee industry and video editing, I am determined to create accessible human experiences in both digital and beverage form. My ability to use compelling storytelling and user-centered research has created a recipe for insightful solutions that satisfy business goals and user needs.

SKILLS

UX Design | Color Theory, Branding, Technology, Information Architecture, Behaviorism, Proportion, Figma

UX Research | Analytical Thinking, Empathy, Communication, Time Management, Affinity Mapping, Usability Testing, Surveys, Research Synthesis

Tools | Adobe Suite, Figma, Microsoft Office, Procreate, Google Workspace, Canva, Miro

Languages | English (Native / Bilingual Proficiency) Arabic (Limited Working Proficiency)

PROJECTS

BlackFacts | Design Sprint 12/2022 - 01/2023

UX/UI Generalist

With a team, redesigned an existing web platform.

All Trails | Fitness and Travel app 10/2022 - 11/2022

Project Manager

Organized a team of four designers and researchers to create a working conceptual design for AllTrails

Tops Art Supplies | Responsive e-commerce website 10/2022 - 10/2022

UX Designer, UX Researcher

Created a conceptual desktop and mobile design of an existing local business art supplies store

Islamorada Scramble | Documentary feature film 09/2021 - Present

Assistant director, Producer, and Editor

Created a documentary with a very small budget on the Florida Keys

PROFESSIONAL EXPERIENCE

Assistant Director, Producer, & Editor | Floralia Films | Remote 09/2019 - Present

- Assistant Director, Editor and producer on a Feature film
- Design, edited and created logos, fliers, music videos, social media posts over the course of 10 projects
- Led and scheduled entire film crews on weekly basis

Program Coordinator | Peer Solutions | Phoenix, AZ 08/2016 - 01/2022

- Assisted in developing new platforms, including a Podcast and Social Media in which students could express themselves through art and storytelling
- Developed Sexual Violence Trauma Informed Primary Prevention programming in English and Spanish
- Worked with youth, families, schools, community, and legislative partners to foster communication and education
- Community Development and Coalition building, committed to equitable and inclusive environments
- Organized upwards of 5 service projects a year, two days at the Capitol with students a year, and TIPP training

EDUCATION

User Experience Design Immersive | General Assembly

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Worked fully remote with teams using Agile methodologies and iterative development.