

# Leila Arab

## UX Designer

### **EXPERIENCE**

#### **UX Designer — Frank & Betsie's Glencoe Bistro**

Glencoe, IL / January 2019 — Current

I redesigned their website using WordPress.com, which resulted in an increase in new users (2,288 June 1-30, 2021 vs. 1,133 June 1-30, 2020). In addition to improving the bistro's sales, I designed a mini Restaurant Management System, and an online ordering website.

#### **Communications Specialist — Willis Towers Watson**

Chicago, IL / August 2013 — July 2018

I wrote open enrollment benefits materials (benefit guides/posters/postcards), resolved content issues with clients, and relayed edits to the design team. I took the lead in updating the Innotech Benefits Solutions website (renamed as Enrollment Resources Group) by instructing the Mumbai web development team on content/design changes to enhance sales.

### **GOOGLE UX DESIGN CERTIFICATE**

#### **Leila's Movie Trailas**

March 2021 — April 2021

Designed a movie trailer app that helps users understand when and where they can see a movie

#### **Leila's Bakery**

April 2021 — May 2021

Designed a responsive website with an easy ordering flow so users can buy cakes online

#### **Charity Bears**

May 2021

Designed a native mobile app and desktop website to help conserve polar bears

### **Contact**

[lasabine@gmail.com](mailto:lasabine@gmail.com)

773-308-6920

Hoffman Estates, IL

### **Portfolio**

[ileila.com](http://ileila.com)

### **LinkedIn**

[linkedin.com/in/leila-arab/](https://linkedin.com/in/leila-arab/)

### **Tools**

Figma

Maze/Useberry

FigJam / Miro

WordPress

Asana / Smartsheet

### **Industry Knowledge**

UX/UI Design

User Research

Personas / Journey Maps

Sitemaps / User Flows

Wireframes / Mockups

Lo-fi / Hi-fi prototypes

Usability Tests

### **Education**

Bachelor/ Communications

UIC, May 2013

### **Languages**

English (native)

German

Farsi