

OMRAN ISSO

omran.isso@gmail.com

www.omranisso.com

I'm passionate about usability, and constantly looking to create intriguing and concept enhancing interactions that remain intuitive for the user. I'm very detail oriented and feel strongly about the importance and benefits of prototyping, during the design stage of a project.

Sr. Designer, Digital Experience | December 2017 - Present

ServiceNow, Santa Clara CA

- Responsible for creating visual concepts for Homepage.
- Collaborate to identify and define new concepts.
- Working with the team improving all the interfaces.

UX/UI Designer, Global Digital Experience | February 2014 - December 2017

HP Inc., Palo Alto, CA

- Responsible for global Sprout product, providing UX and UI by working directly with the Senior Art Director and collaborating with the marketing team.
- Create guidelines for the product page.
- Help Senior Art Director by reviewing and providing feedback on product pages.
- Provide UX support for strategic campaigns created in-house.
- Help integrate responsive design by working directly with the developers.
- Brainstorming, forming initial user flows and interaction, creating wireframes, and rapid prototyping using InVision.
- Creating holidays campaign.
- Improving all the interfaces of the product.

Designer & Art Director | 2004 - Present

Omran Design Studio, Redwood City, CA

Owner of this international web and graphic design studio providing art direction and visual design and marketing expertise to support clients to achieve business goals.

- Design and produce exceptional creative solutions, color comps, style and branding guidelines for a range of international clients including start-ups, retail, technology, food and beverage and lifestyle industries.
- Develop print, web, social media, mobile and extended digital channels for interactive campaigns such as Miss USA, Los Angeles Sheriff's Office and Dance4Life.
- Facilitate client meetings and design presentations.
- Generate 80K+ likes on Omran Design Studio Facebook page via engaging campaigns, contests and forums.

Interactive Art Director | January 2007 - December 2009

Horizon FCB, KSA

Horizon Draftfcb is the Middle Eastern of Draftfcb and a company of the Horizon Group comprised of four companies - Horizon Draftfcb (Advertising Agency), Blue Barracuda (Digital & CRM), BrandConnection (Media Planning & Buying) and GolinHarris (Public Relations).

- Strategize, designed, and championed print and interactive advertising solutions including magazine, print and billboard ads, television commercials, online banners, website creation, photography, and animation storyboard for major clients such as Hyundai, Perrier, NBC Money Gram, Gulf, Foster Clark, Nutymax, Citizen and Moussy/Carlsberg.
 - Collaborated with Art Director and creative team on interactive designs for major client ad campaigns.
 - Applied best design and technology practices to provide cohesive support of overall creative strategies keeping user experience top of mind.
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Education

Bachelor of Applied Art in Advertising, October 6 University, Cairo, Egypt | 2007

Graduate level courses in Advertising and Web Design, Academy of Art University, SF, CA | 2014

Skills

Expert in Adobe Creative Suite, Sketch, Apple FCPX, MS Office, MS Powerpoint

Avid Photographer & Videographer

Working knowledge of Action Script, HTML & CSS

Language: Arabic - Conversational, Reading & Writing