

# DALLOL YOUSUF

## UX DESIGNER

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Motivated UX/UI designer with a strong background in user research, prototyping, and collaborative design, eager to contribute innovative solutions within a cutting-edge, AI-driven product environment. Experienced in developing accessible, user-centric products that blend technology and human insight to create meaningful experiences.

### AREA OF EXPERTISE

- UX Research: User Interviews, Journey Mapping
- User Interviews
- Wireframing & Prototyping: Figma
- User-Centered Design & Human Factors
- Design Synthesis & Data Analysis
- Cross-Functional Collaboration
- Accessibility & Usability Optimization

### KEY ACHIEVEMENTS

- **Website Redesign & Access System Optimization.** Revamped the family business website's visual layout and navigation to enhance usability, while creating an external login process that simplified account access for parents and staff—reducing confusion and support requests.
- **Hobby App Concept & User Research.** Designed and prototyped Hobby, a hobby-focused app, conducting user research and developing personas to create an engaging and user-friendly experience that encourages skill-building and exploration.

### PROFESSIONAL EXPERIENCE

#### HOBY App – UX Design Project (2025)

Feb 2025 - June 2025

- Led user research and developed personas for an engaging hobby app.
- Created wireframes and interactive prototypes in Figma to foster exploration and skill development.
- Conducted user interviews and synthesized insights to inform design decisions.

#### Ethiopian Airlines App Redesign (2025)

- Redesigned the flight booking process focusing on improved accessibility and user flow.
- Conducted competitive analysis and user interviews to identify pain points.
- Developed high-fidelity prototypes, enhancing user experience for diverse audiences.

#### Preschool Business Website (2025)

- Built and customized a modern website to improve user navigation and enrollment flow.
- Designed an external login system reducing confusion and support requests.
- Enhanced overall usability for parents and staff through iterative design and testing.

### EDUCATION

#### San José State University (SJSU)

Aug 2023 – Present

- Design Studies, Graphic Design Concentration
- Relevant Coursework: UX fundamentals, Human-Centered Design, Visual Communication, Prototyping

#### Foothill College

Aug 2019 – May 2023

- Associate of Arts in Psychology
- Relevant coursework: Foundations of Psychology, Research Methods, Cognitive Psychology, Statistics

### ADDITIONAL INFORMATION

- **Certifications:** UX Design Foundations (Uxcel) and Introduction to UI and UX Design Course (Codecademy)
- **Awards/Activities:** Participated in workshops, networking events, and collaborative design projects to develop practical UX/UI skills. Volunteered as a designer for family business materials and completed online design challenges to strengthen design expertise.