

Noura Abdelkader

User Experience | User Interface | Graphic Design

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SKILLS

User Experience (UX) and User Interface (UI) Design:

- Conducting user research, testing, and creating wireframes, prototypes, and moodboards
- Developing storyboards, ideation, sketching, and UX design processes
- Expertise in tools like Figma, Framer, Adobe Illustrator, Adobe Indesign, and Microsoft Office

Graphic Design and Marketing:

- Created visual content, including flyers, promotional items, and graphics for campus events and clubs
- Photographed events, design marketing materials for recruitment, and led creative campaigns
- Explored and implemented redesigns to enhance the Clamor website's usability and accessibility, ensuring a dynamic, engaging online presence (<https://clamor-journal.com/>)
- Developed onboarding materials for a mental health app for teens improving usability for clinicians and teens

Leadership and Team Management:

- Served as liaison for UWB Clamor Literary and Arts Journal's website team, coordinating content updates, troubleshooting, and aligning with editorial goals for an improved website experience
- Led the ASA executive board and delegated tasks, conducted weekly team meetings, and managed campus events to boosted student participation and engagement by 50%

PROFESSIONAL EXPERIENCE

UNIVERSITY OF WASHINGTON BOTHELL

Bothell, WA

Student Marketing & Design Lead | Student Engagement and Activities

April 2024–Present

- Increased campus engagement by 20% through visually appealing graphics, event promotion, and outreach
- Manage a team of 5 Media, Marketing, & Graphic Designers and assist on their graphic design projects
- Create engaging and accessible flyers and graphics for various clients (~5 projects per month)
- Facilitate weekly team meetings and bi-weekly 1:1 meetings with each team member

Onboarding Designer | ActivaTeen

March 2024–Present

- Collaborate with UX researchers at UW Seattle to develop a teen-focused mental health app
- Create clear, user-friendly onboarding guides for both teens and clinicians
- Illustrate and animate user journey stories to communicate app functionality and improve user empathy
- Design compelling pitch decks to secure project funding, effectively showcasing app value and impact potential

Media, Marketing, & Graphic Designer | Enrollment Management & Student Affairs

Dec 2021–April 2024

- Designed visually engaging flyers and promotional materials for campus clubs and divisions
- Photographed campus events (~ 2 events per month)
- Developed marketing plans for recurring events, maximizing reach and fostering student engagement.
- Adapted design styles to meet the unique branding and messaging needs of various campus groups

KEY PROJECTS

DearDigitalEquity.org (www.deardigitalequity.org/) – Digital Equity Awareness

August 2022–Dec 2022

- Conducted interviews with digital equity professionals in Washington state
- Led the creation of a Digital Equity Timeline in WA, clarifying the topic for a wide audience and drawing engagement from local stakeholders

Career Fair flyers and banners – Career Services

August 2023–June 2024, October 2024 – Present

- Primary designer for UWB Career Services, design and print banners, flyers, and directional signs

EDUCATION

UNIVERSITY OF WASHINGTON BOTHELL

Bothell, WA

Bachelor of Arts in Interactive Media Design (Minor: Computer Science and Software Engineering)

2021–2025

- **Awards:** Dean's List 2021–2022/2022–2023/2023–2024
- **GPA:** 3.9