Bilal Hatim

Information Architect | Experience Designer | Story Builder

b.hatim19@gmail.com 850-345-6749

Experience

Lead UX Designer
Levelwing Digital Marketing Agency | Dec 2017 - Current

Articulate and communicate the rationale of designs to engage in conversation with our internal team, as well as excite the client in presentations.
- Craft UX documentation and strategy through full site redesigns and prepare deliverable assets for members of my team (developers, content creators, project managers, visual designers).
- Collaborate with analytic team to design innovative, data informed solutions using Google Analytics to review user behaviors and interactions over websites.

Information Designer / Content Strategist
The Coca-Cola Company | August 2016 - September 2017

Redesigned the top hundred pages on the company intranet to increase associate task completion by optimizing page level content.
- Designed digital information structures, strategies, and governance that improved business processes in HR.
- I migrated legacy content from SharePoint into Adobe AEM and identified opportunities to combine, remove and highlight content.
- Performed stakeholder user research, solicited associate feedback, and validated findings in client presentations.

Social Media Strategist
Rose Garden Consulting Company | August 2016 - September 2017

Developed strategy that initiated social media footprints, and increased touch points with our brand by 60%.
- Grew digital audiences by 29% overall across strategically chosen mediums; like LinkedIn, Facebook, and Twitter.
- Collaborated closely with Operations manager to produce up to date witty communications.
- Responsible for the design, content strategy, and circulation of monthly newsletter.

UX Designer
Playful Art LLC, General Assembly | March 2016 - May 2016

Collaborated with a team to redesign the character creation feature of the tapStory app before version 2 launch.
- Improved user experience by decreasing tasks from 9 to 3 steps required to achieve intended results.
- With content suggestions gathered from user testing the product, I increased story engagement of customers and raised awareness of application possibilities; like in app purchases by working closely with the lead stakeholder.

Social Media Manager
Main Street Entertainment LLC, | Nov 2014 - July 2015

Responsible for building, constructing, and maintaining social media spectrum to increase online interaction, event attendance, and online sign-ups by 45%.
- Using Facebook, Twitter, Instagram, Snapchat, and the companies main website, I grew the digital following by a total of 70% each semester.
- Established community partnerships with local vendors increase venue bookings and event attendance.

Education

General Assembly | Atlanta, GA
User Experience Immersion | Interface Design
Studied and applied best practices of the UX design process intensely over five projects. Learned to master strict deadlines, presentation skills, and client contact. Lead UX teams and fostered designer collaboration.

Florida Agricultural and Mechanical University | Tallahassee, FL
Business Administration | Marketing
Learned to develop effective business strategies. Mastered business proposals as well as business and market analysis. Effective with data presentation, organization, and interpretation.

Portfolio

www.haiteam.org

Specialties

- Building UX interactions for information with gaming principles.
- Communicating User Research and Testing into Information Architecture.
- Team collaboration activities to share skills.

Quick About Me

I love people, monopoly, lasagna and gaming.

I am from Tallahassee FL, and I enjoy living life. Business and creativity are disciplines I study often.

Social Links

LinkedIn: /in/bilalhatim
Pinterest: /bilalhatim
Twitter: @bilalhatim19

Skills & Strategies	Activities & Groups	Technical Suite
Content Analysis	IXDA Meet-Up	Sketch
User Interviews	MR/AR/VR Research	Invision
Communication	Coursera Classes	Adobe CC
Intrapreneurial Thinking	Game Design	Google Analytics
Story Building	Unity Meet-Up	Lucid Chart
Collaboration		Unity Beginner