

# Dina Yassin

## Summary

Los Angeles-based Senior Digital and UX Designer with 10+ years of experience delivering innovative, data-driven, and user-centered design solutions. Passionate about bringing brands to life through rich storytelling, meticulous attention to detail & engaging digital experiences.

## Skills

### Design Management

Brand Strategy  
Content Strategy  
Creative Direction  
Multichannel Campaigns  
Production Management  
Project Management

### User-Centered Design

A/B Testing  
Accessibility  
Agile Development  
Data-Driven Design  
Design Thinking  
Design Sprints  
Information Architecture  
iOS Development  
Interaction Design  
Mockups  
Product Development  
Reporting  
Rapid Prototyping  
Responsive Design  
Storyboarding  
User Experience Design  
User Interface Design  
Usability Testing  
User Flows  
User Research  
Wireframing

## Experience

### Senior Digital and Lead UX Designer, Hearst | Oct 2022 - Present

- Spearheaded the development of 10,000+ high-impact digital assets for Hearst's marketing campaigns, driving a 30% increase in social media engagement through tailored graphics, iconography, and branded illustrations, while reducing production time by 30%.
- Executed omni-channel marketing campaigns, boosting conversion rates by 25% and expanding brand reach by 30% by leveraging A/B testing and audience segmentation to create a cohesive user experience across web, email, and social media platforms.
- Designed high-impact email campaigns that improved open rates by 25% and click-through rates by 20%, utilizing compelling visual design and clear brand messaging to capture audience attention and drive conversions.
- Led a user-centered redesign of CT Insider's website, increasing user retention by 42% and improving task completion by 30% through a mobile-first strategy with clear information architecture and intuitive interactions informed by heuristic evaluation.
- Collaborated with cross-functional teams in product, design, and engineering to develop responsive websites, improving user interaction by 32% and boosting customer satisfaction by 30% through optimized user journeys and improved navigation.

### Senior Global Digital Designer, Hexagon | Mar 2021 - Sept 2022

- Drove the design of global paid ad campaigns, boosting click-through rates by 28% and improving lead generation by 22% through cohesive, visually engaging digital creatives that effectively communicated product features and clear propositions.
- Developed a robust design system for Hexagon's products, increasing project efficiency by 30% by delivering standardized brand assets—including brand guidelines, UI components, marketing templates, e-books, brochures, sales decks, case studies, product sheets, and videos—ensuring a unified brand experience across all touchpoints and enhancing brand recognition through multiple major acquisitions.
- Championed a comprehensive marketing strategy for email and social media campaigns, driving a 20% increase in conversion rates and boosting web traffic by 35% by leveraging A/B testing and data-driven insights to optimize visuals and messaging for B2B and B2C audiences.
- Enhanced social media engagement by 32% by transforming complex technical information into easy-to-digest, engaging social media posts using concise messaging and interactive visuals, improving accessibility and addressing technical knowledge gaps.

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## Skills

### Visual Design

Animation  
Banner Ads  
Brand Identity  
Digital Marketing  
Email Marketing  
Facebook Ads  
Google Ads  
Graphic Design  
HTML / CSS  
Illustration Design  
Infographic Design  
Logo Design  
Motion Design  
Paid Advertising  
Presentation Design  
Print Design  
SEO / SEM  
Social Media Marketing  
Typography  
Video Production

## Toolbox

Adobe Photoshop,  
Illustrator, InDesign,  
Premiere Pro, After Effects,  
XD, Asana, Confluence,  
Balsamiq, Figma, GitHub,  
Google Analytics,  
Hootsuite, Mailchimp, Jira,  
Sketch, Wordpress, Zeplin

## Experience Continued

### Senior Digital Designer, DailyOM | Dec 2017 - Mar 2021

- Transformed DailyOM's digital brand experience by executing integrated marketing campaigns across social media, web, and email, increasing engagement by 30% and boosting paid course conversions by 20%, leveraging A/B testing and visual storytelling to propel the platform to 4 million daily subscribers.
- Executed content strategy for DailyOM's social media channels that utilizes influencer marketing and targeted paid ads to achieve a 50% follower growth, increase engagement by 30%, and drive a 35% rise in paid ad conversions with an 18% higher ROI.
- Drove cross-functional collaboration with engineers, product managers, and stakeholders to define product strategy and develop high-fidelity prototypes that reduced customer service tickets by 35% and drop-off rates by 15%, ensuring a seamless user experience across tablet, mobile, and desktop.
- Spearheaded the development of OMFIT's first comprehensive design system, integrating 150+ standardized UI components— including buttons, forms, icons, navigation patterns, and progress indicators— accelerating development timelines by 35% and increasing user satisfaction ratings by 25% post-launch.
- Optimized OMFIT's production pipeline by streamlining workflows and implementing advanced post-production techniques in Adobe Premiere Pro, boosting high-quality video output by 40% and reducing turnaround time by 30% for commercials and digital ads.

## Education

### California Polytechnic State University, San Luis Obispo

B.S. in Business, Marketing + Minor in Architecture Design  
Cross-Country Runner, Student-Scholar Athlete

## Certificates

### UX Certification

General Assembly, 2022