Dina Yassin

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SUMMARY

Senior UX & Digital Marketing Designer with 10+ years of experience building user-centered digital experiences that elevate brand presence and drive measurable growth. Expert at translating insights into intuitive interfaces, engaging campaigns, and high-conversion journeys across web, mobile, and social. Passionate about blending design with analytics to create impactful experiences that connect people and brands.

WORK EXPERIENCE

Lead UI/UX Designer, HEARST

October 2022 - Present

- Led the redesign of CT Insider's website, increasing user retention by **42%** and task completion by **30%** by implementing a mobile-first strategy, refined information architecture, and heuristic evaluation-driven improvements.
- Optimized navigation efficiency and customer satisfaction by **30%** via improved search functionality, strategic CTA button placement, and faster page load times, resulting in a faster, more intuitive multi-device experience.
- Executed omni-channel marketing campaigns that increased conversion rates by **25%** and grew social media followers by **30%** through personalized content, A/B testing, and UX optimized landing pages.
- Championed Agile, data-informed collaboration by adopting early stakeholder alignment, delivering concise design presentations, and ensuring seamless design to development handoffs, reducing project approval time by **20%,** improving delivery efficiency by **30%**, and minimizing costly revisions.

UI/UX Designer, Hexagon

March 2021 - September 2022

- Designed high-conversion landing pages for new product lines, boosting demo requests and brochure downloads by **20%** through user research, clear value propositions, and optimized CTAs.
- Redesigned Hexagon's customer portal, reducing bounce rates by **20%** and improving user satisfaction by **15%** via user testing and A/B testing, rapid prototyping, and optimized information architecture.
- Developed and implemented a global design system, improving project efficiency by **30%** and unifying brand experience across all UI, marketing, and sales materials including eBooks, brochures, case studies, product sheets, and videos, while maintaining consistency through multiple acquisitions.
- Increased social media engagement by **32%** by simplifying complex technical concepts into digestible, visually engaging, accessible visuals and messaging, enhancing comprehension across global audiences.

UI/UX Designer, DailyOM

December 2017 - March 2021

- Transformed DailyOM's user experience, increasing engagement by **30%** and paid course conversions by **20%** through user research, personalized recommendations, and a streamlined checkout process, growing the platform to over 4 million daily subscribers.

- Directed digital content and paid media campaigns that grew followers by **50%,** boosted engagement by **30%,** and increased paid course conversions by **35%**, improving ROI by **18%** through A/B testing and data-driven creative iteration.
- Partnered cross-functionally with engineers and product managers to design high-fidelity prototypes, reducing customer support tickets by **35%** and drop-off rates by **15%** across mobile and web.
- Conducted extensive user research for OMFIT, including **40+** interviews and **1,300+** survey responses, uncovering key pain points that guided UI enhancements and increased user satisfaction by **25%** post-launch.
- Developed OMFIT's first comprehensive design system, integrating **150+** standardized UI components (buttons, forms, icons, navigation patterns, and progress indicators) to improve scalability and accelerate development timelines by **35%**.
- Streamlined OMFIT's post-production workflows in Adobe Premiere Pro, increasing video output by **40%** and cutting turnaround time by **30%** for paid digital ad campaigns.

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, 2022-2023

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign, Premiere Pro, After Effects), Figma, Sketch, Miro, HTML / CSS, Asana, Confluence, Balsamiq, GitHub, Google Analytics, Mailchimp, Jira, Wordpress, Zeplin

SKILLS

UX & Product Design

A/B Testing, Accessibility, Agile Development, Design Sprints, Design Thinking, Information Architecture, Interaction Design, Mockups, Product Design, Rapid Prototyping, Reporting, Responsive Design, Storyboarding, Usability Testing, User Experience (UX) Design, User Flows, User Interface (UI) Design, User Research, Wireframing

Visual Design & Marketing

Animation, Banner Ads, Brand Identity, Brand Strategy, Content Strategy, Creative Direction, Cross-Functional Collaboration, Digital Marketing, Email Marketing, Facebook Ads, Google Ads, Graphic Design, HTML / CSS, Illustration Design, Infographic Design, Logo Design, Motion Design, Multichannel Campaigns, Paid Advertising, Presentation Design, Print Design, Production Management, Project Management, SEO / SEM, Social Media Marketing, Typography, Video Production