

Leya Hatoum

Email: leyahatoum10@gmail.com Website: <https://www.leyahatoum.com/> Password: @ViewPortfolio2021

Work Experience

Senior Product Designer at HyperComply *June 2023 - present*

<https://www.hypercomply.com/>

Operating as the design lead, I'm continuing with my previous role responsibilities in addition to:

- Working to establish the app's design as a distinctive advantage that sets it apart from competitors in the market
- Maintaining and building the design system library and HyperComply brand with front-end engineers
- Working with PMs and engineers to improve the overall experience and reduce discrepancies between code and design

Product Designer at HyperComply *March 2022 - June 2023 (1 year and 3 months)*

- Designing the best way to send and respond to security questionnaires. I worked closely with PMs and engineers to create a simple and flexible platform for onboarding new tools and partners.
- Completely redesigned 2 core areas of the product, created a new vendor management feature, and updated 10+ user flows to simplify the platform and reduce task time.

Interaction Design, Manager at Top Hat *April 2021 - March 2022 (1 year)*

<https://www.tophat.com/>

- Operated as an owner of Top Hat's digital brand by overseeing all corporate website changes and elevating Top Hat's design direction and code base. Won 3 awards: silver for Best Digital Edition Design in the Business division, gold for Best of Canada for Digital Solution and gold for Best Web Site Design in the Business division in COPA.
- Strategized with the demand generation team to launch, create, and test 50+ new UI/UX ideas and products.
- Managed an Interaction Designer and Developer by serving as a design mentor and career development partner.

Interaction Designer at Top Hat *February 2019 - April 2021 (2 years and 3 months)*

- Led and implemented all interactions on Top Hat's marketing website.
- Formed and successfully led a team of freelancers on 4 large-scale multimedia projects, winning the Marketing Unsung Hero Award as a result.
- Redesigned and developed critical sections of the corporate website that improved conversions by more than 86%, brought in more qualified leads, and reduced the cost per demo booked by 28%.

Digital Designer at Bananamonkey *March 2018 - September 2018 (7 months)*

<https://www.bananamonkey.com/>

- Took on a multi-faceted role that focused on digital design and branding strategy.
- Participated in planning and communication strategies, designed and implemented a design-thinking process for all digital projects and introduced 2 new technologies to the team.
- Trained a Junior Designer and continued to serve as a design mentor.

Junior Art Director at Leo Burnett MEA *May 2016 - April 2018 (2 years)*

- Worked as part of a cross-functional team within the P&G department.
- Created over 30 fully integrated campaigns for many brands including Fairy, L'Oréal, Tide, Ariel, and Always across their international markets.
- Patented an icon for Fairy Dish Liquid (Dawn) that was printed on all bottles in Europe, Middle East, North Africa and parts of South America.

Education

Juno College of Technology *Cohort 19 in 2019*

Web Development Immersive Certificate

American University of Beirut *Class of 2016*

Bachelor's Degree, Graphic Design with minor in Business Administration