

Danyiar Saman

Multidisciplinary Designer

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Combining technical expertise with creative vision, I craft intuitive and engaging websites, apps, branding, and animations that deliver impactful user experiences, consistently exceeding expectations and leaving a lasting impression.

EXPERIENCE:

- **Senior UI/UX Designer, Ruyat Technologies** Jan 2025 - present
 - Led the design of a secure and intuitive Digital Banking application, overseeing the full design lifecycle from research and wireframing to prototyping and delivery, with a focus on usability, accessibility, and seamless user experiences.
 - Designed a dynamic messaging platform and multiple product websites, ensuring consistency, visual appeal, and alignment with business goals while collaborating closely with developers, testers, and stakeholders.
 - Championed a user-centered design process, applying research, testing, and iteration to deliver polished, effective solutions that strengthened the company's digital presence and enhanced customer engagement.
- **UI/UX Designer, NetSpot Solutions** Apr 2022 - Dec 2024
 - Designed intuitive UI/UX for a self-care app serving internet telecom customers, focusing on usability, accessibility, and a smooth user journey.
 - Designed the interface for a sales distribution app supporting warehouse management and agents, ensuring efficiency and clear workflows.
 - Collaborated closely with developers and cross-functional teams to deliver user-centered, functional solutions that aligned with business goals and enhanced operational effectiveness.
- **Motion Graphics Designer, M+C Saatchi Group** Jan 2022 - Apr 2022
 - Created visually compelling graphics and motion designs across digital and print media, ensuring alignment with brand identity and campaign goals.
 - Collaborated closely with content creators and the communications team to execute designs flawlessly and maintain consistent messaging.
 - Delivered effective creative assets that enhanced audience engagement and supported marketing and communication objectives.
- **Motion Graphics Designer, Click Iraq** Oct 2020 - Jan 2022
 - Designed engaging motion graphics for a diverse range of clients across Iraq and the Middle East, tailoring visuals to client objectives and target audiences.
 - Collaborated with cross-functional teams to ensure projects met creative standards, deadlines, and strategic goals.
 - Delivered effective multimedia content that enhanced client communication strategies and audience engagement.
- **Graphic Designer, Shockers Group** May 2019 - Sept 2020
 - Developed logos, branding assets, and print materials, establishing a consistent and professional visual identity for the company.
 - Contributed to a variety of design projects, providing creative solutions that supported marketing initiatives and communications.
 - Ensured all designs aligned with the company's brand guidelines, enhancing brand recognition and cohesion across materials.

SKILLS AND TOOLS:

UI/UX Design: User research, personas & journey mapping, wireframing, interactive prototyping, high-fidelity mockups, responsive design, design systems, A/B testing, mobile-first design, cross-platform design (web & mobile), user onboarding flows, workflow optimization.

Visual & Graphic Design: Branding strategy, logo design, typography, color theory, layout & composition, visual hierarchy, print & digital graphics, packaging design, marketing materials.

Motion & Animation: 2D motion graphics, keyframe animation, UI animation, micro-interactions, storytelling, compositing, explainer videos,

Figma, FigJam, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Balsamiq, Framer, Spline, Notion

English B2 upper intermediate

Kurdish Native

EDUCATION:

2021: Diploma in Information Technology | Technical institute, Chamchamal

2023: Business English Course | American University of Iraq, Sulaymaniyah