

Omar M Hammouda

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SUMMARY

Seasoned UX/UI leader with 8+ years delivering user-centered fintech, SaaS, CRM, and e-commerce solutions that align design with business goals. Drove measurable results — a 75% engagement lift and 2x faster onboarding — through end-to-end strategy, accessibility, and data-informed design. Advanced HTML/CSS skills with hands-on Salesforce experience (Experience Cloud, Marketing Cloud, Lightning); expert in Figma, design systems, and cross-functional leadership, building scalable, WCAG-compliant interfaces.

PROFESSIONAL EXPERIENCE

Freelance UX/UI & CRM Designer

Independent Consultant – Remote Jan 2020 – Present

- Design and deliver Salesforce Experience Cloud portals for freelance clients, owning the full lifecycle from requirements gathering and wireframing through high-fidelity prototyping to production-ready HTML/CSS within the platform's portal architecture.
- Build modular, reusable content-block systems with supporting documentation that enable non-technical client teams to update, rearrange, and extend portal pages without developer support.
- Design and code responsive, mobile-first HTML email templates in Salesforce Marketing Cloud, ensuring consistent rendering across devices and email clients while maintaining each client's brand standards.
- Create Lightning app interfaces aligned with the Salesforce Lightning Design System (SLDS), keeping internal tools consistent, intuitive, and accessible.
- Deliver WCAG-compliant work end to end, using HTML/CSS, JavaScript, Liquid templating, and SQL to bridge design and implementation for lean client teams.

Lead UX/UI Designer

Verisk – Jersey City, NJ Sept 2025 – Jan 2026

- Co-led the end-to-end UX strategy for a large-scale commercial property insurance platform modernization, focused on reskinning and re-architecting the user experience after a 14-year gap since the last major update, ensuring the product met modern usability, accessibility, and scalability standards.
- Led a mixed-methods research initiative, surveying over 20,000 users and conducting 50 moderated user interviews to uncover critical usability gaps, workflow inefficiencies, and trust issues impacting broker and internal user adoption.
- Executed competitive and heuristic audits within the commercial insurance space, refining personas and information architecture to prioritize high-impact features and streamline complex, regulation-driven workflows.
- Partnered closely with product, engineering, compliance, and marketing stakeholders to align UX improvements with regulatory requirements, business goals, and customer acquisition and retention KPIs.

Senior UX/UI Designer

Fiserv – Berkeley Heights, NJ Sept 2023 – Mar 2025

- Drove a 75% increase in user engagement and halved user onboarding time through strategic UX optimizations and targeted interface redesign.
- Collaborated closely with analytics and research teams to synthesize user behavior data and NPS feedback, translating insights into actionable UX strategies and roadmap decisions.
- Spearheaded the end-to-end UX design of a high-impact, enterprise-grade bill pay platform serving over 100,000 B2B and B2C users, enhancing usability and cross-platform consistency.
- Orchestrated the entire design lifecycle from stakeholder alignment and discovery workshops to iterative prototyping, moderated usability testing, and seamless design-to-dev handoff.
- Built and deployed a scalable, modular design system in Figma, standardizing UI components across product lines and reducing development turnaround by 40%.
- Led an enterprise-wide accessibility overhaul, aligning all digital interfaces with WCAG 2.1 AA standards and securing full ADA compliance across multiple core offerings.
- Led cross-functional design critiques and mentored junior designers, fostering a culture of collaboration, design excellence, and continuous learning.
- Guided product teams on UX best practices, improving design maturity and influencing decision-making across engineering and business stakeholders.

UX/UI Designer

Millennium Systems International – Parsippany, NJ Oct 2021 – Jan 2023

- Co-led the end-to-end UX strategy for a next-generation SaaS POS platform tailored to the salon and spa industry, delivering a scalable, intuitive solution that addressed both business and end-user needs.
- Designed and optimized comprehensive user journeys and onboarding workflows, resulting in a 20% decrease in time-to-first-transaction and significantly enhancing early user engagement.
- Executed in-depth competitive audits and refined user personas to strategically inform information architecture and drive high-impact feature prioritization decisions.

- Developed a fully responsive, reusable UI component library in Figma, accelerating design workflows, minimizing QA rework, and improving cross-functional alignment with development teams.
- Partnered with marketing and product stakeholders to ensure a cohesive product experience that directly supported customer acquisition and retention KPIs.
- Contributed to a 15% uplift in client retention by aligning design enhancements with customer experience insights and driving meaningful improvements across the user lifecycle.

UX/UI Designer

Windows and Doors Inc – Pompton Lakes, NJ Jul 2019 – Jan 2020

- Achieved a 39% reduction in bounce rate and a 30% increase in mobile session duration by streamlining navigation, refining UX flows, and optimizing for mobile responsiveness.
- Led the end-to-end redesign of an e-commerce website with a focus on enhancing conversion rates and long-term user retention across desktop and mobile platforms.
- Conducted live usability testing and analyzed Hotjar session recordings to uncover key friction points in the checkout experience, directly informing data-driven design decisions.
- Developed and delivered high-fidelity interactive prototypes using Axure and InVision, securing stakeholder alignment and enabling seamless design-to-development handoff.

UX/UI Designer

Porcelanosa – Ramsey, NJ Jun 2018 – Jul 2019

- Led UX design initiatives for a luxury e-commerce and marketing platform, ensuring a seamless fusion of premium aesthetics and high-performance functionality across all digital touchpoints.
- Engineered modular grid systems and scalable UI kits, resulting in a 27% improvement in site load times and significantly enhancing responsive content adaptability across devices.
- Crafted high-fidelity wireframes and visual designs that reflected the brand's upscale identity, maintaining consistency in tone, typography, and user interaction.
- Collaborated cross-functionally with marketing and development teams to launch interactive digital lookbooks, driving a 21% increase in user engagement and strengthening the brand's storytelling through immersive design.

EDUCATION

Bachelor of Architecture Sept 2012 – May 2017

New Jersey Institute of Technology – Newark, NJ

CERTIFICATIONS

Google — UX Design Professional Certificate 2021

BrainStation — UX Design Bootcamp 2021

SKILLS & OTHERS

Design Tools: Figma (Auto Layout, Components, Design Systems), Sketch, Adobe XD, InVision, Axure RP, Adobe CC

CRM Platforms: Salesforce — Experience Cloud, Marketing Cloud, Lightning (SLDS)

Frontend & Code: HTML5, CSS3, JavaScript, Liquid Templating, SQL, Webflow

Methods & Frameworks: UCD, A/B Testing, Usability Testing, Agile/Scrum, Heuristic Evaluation, WCAG 2.1 AA

UX Strategy: Persona Development, User Journeys, Information Architecture, KPI Alignment

Leadership: Stakeholder Collaboration, Product Strategy, Roadmapping, Mentorship