

Hey, I'm Hamza — a designer based in northern California.

I'm a hybrid visual and experience designer and leader with experience solving problems for some of the largest brands in the world. I'm obsessed with user-centered design, typography, design systems, and sweating the small details.

Being hands-on designing is my happy place, but I also lead and mentor a team of designers at a global agency across multiple countries and time zones. In the agency environment I've worked with a wide (and wild) variety of team sizes and structures, and have become really good at finding common ground among diverse personalities and stakeholders.

I'm most comfortable with a proven workflow of research, definition, design and testing using tools including Figma, Sketch, G-Suite, Photoshop, InDesign, Illustrator, Office, Confluence & JIRA.

When I'm not designing you'll find me playing around with cameras, cars and my kids — sometimes all at once.



← What's with the car?

I am obsessed with old terrible cars and keeping them alive and recently painted (by hand!) a livery onto this car from the 80s and then drove it on a rally 3000 miles across Idaho, Oregon and California.

Experience

For additional details please visit
<http://linkedin.com/in/hamzaelfalah>

Associate Design Director

Publicis Sapient
July 2015 — Present

Instructor

Academy of Art University
2010 — 2013

Independent Designer

Self-Employed
2004 — 2008

Creative Director

Astound Commerce
July 2014 — July 2015

Sr. UX & Interaction Designer

Goorin Brothers, Inc.
September 2010 — August 2012

Graphic Designer

Sage Productions
Jan 2004 — May 2007

Art Director

Astound Commerce
August 2012 — July 2014

Sr. Web Designer

Design Within Reach
August 2008 — September 2010

Instructor

Gateway School
June 2002 — September 2004

Selected Projects

Hamza El-Falah
February 2024

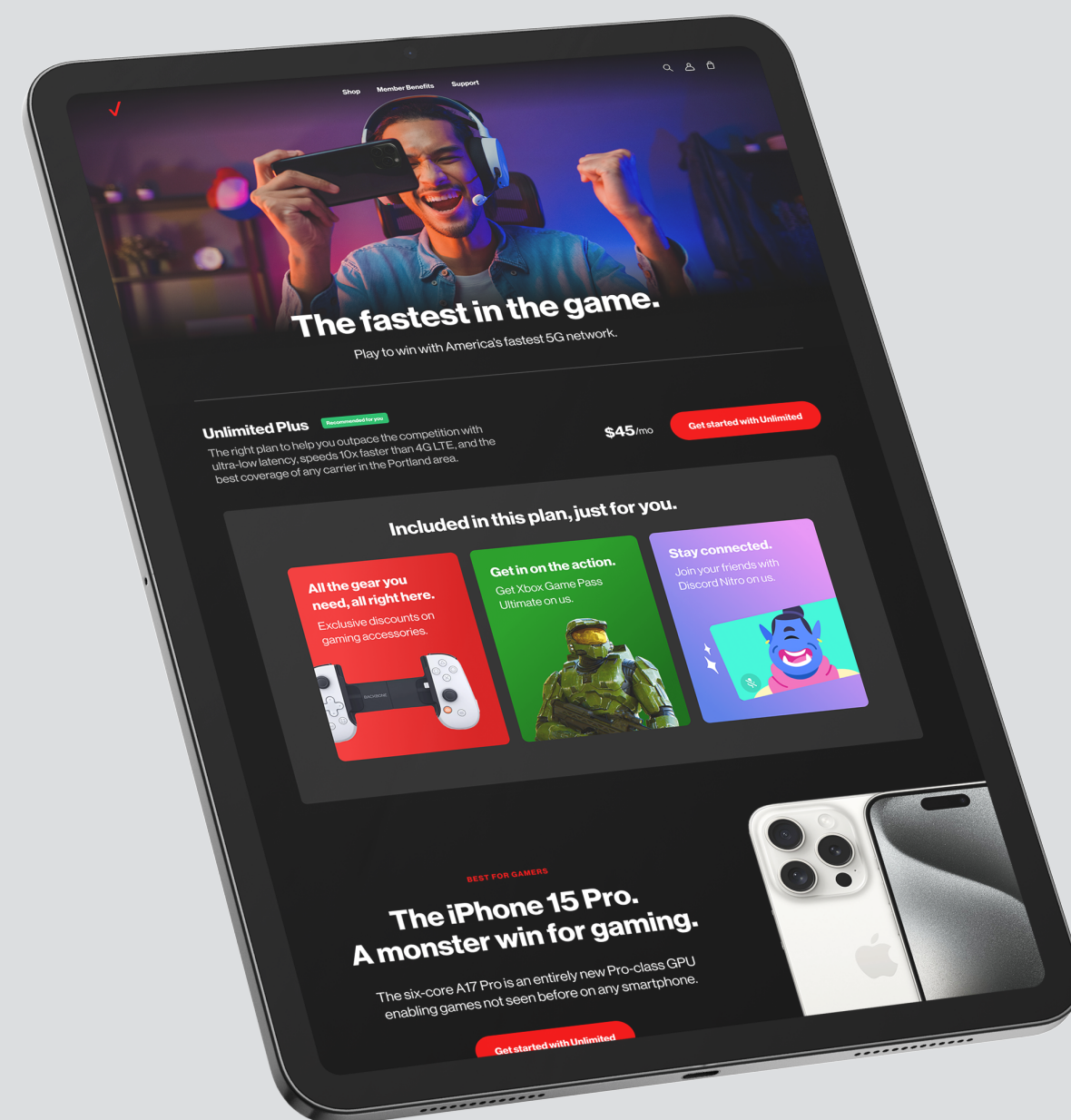
Verizon

Role: Lead Designer, managed two UI leads and two UX leads and 2 Junior UI Designers and 2 Junior UX Designers and a Copywriter

GenAI, Web, App,
& Conversational

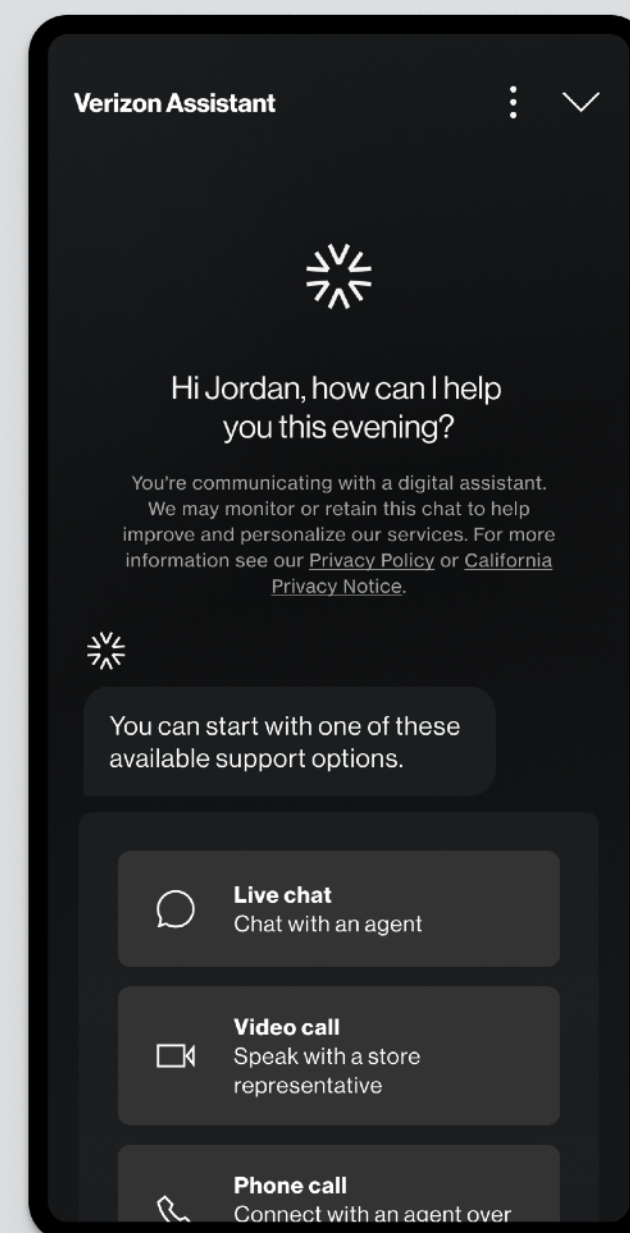


Our Verizon account is a large engagement – I am leading three tracks of experience work under the Turing Initiative which is exploring integrating GenAI into all aspects of Verizon’s business.



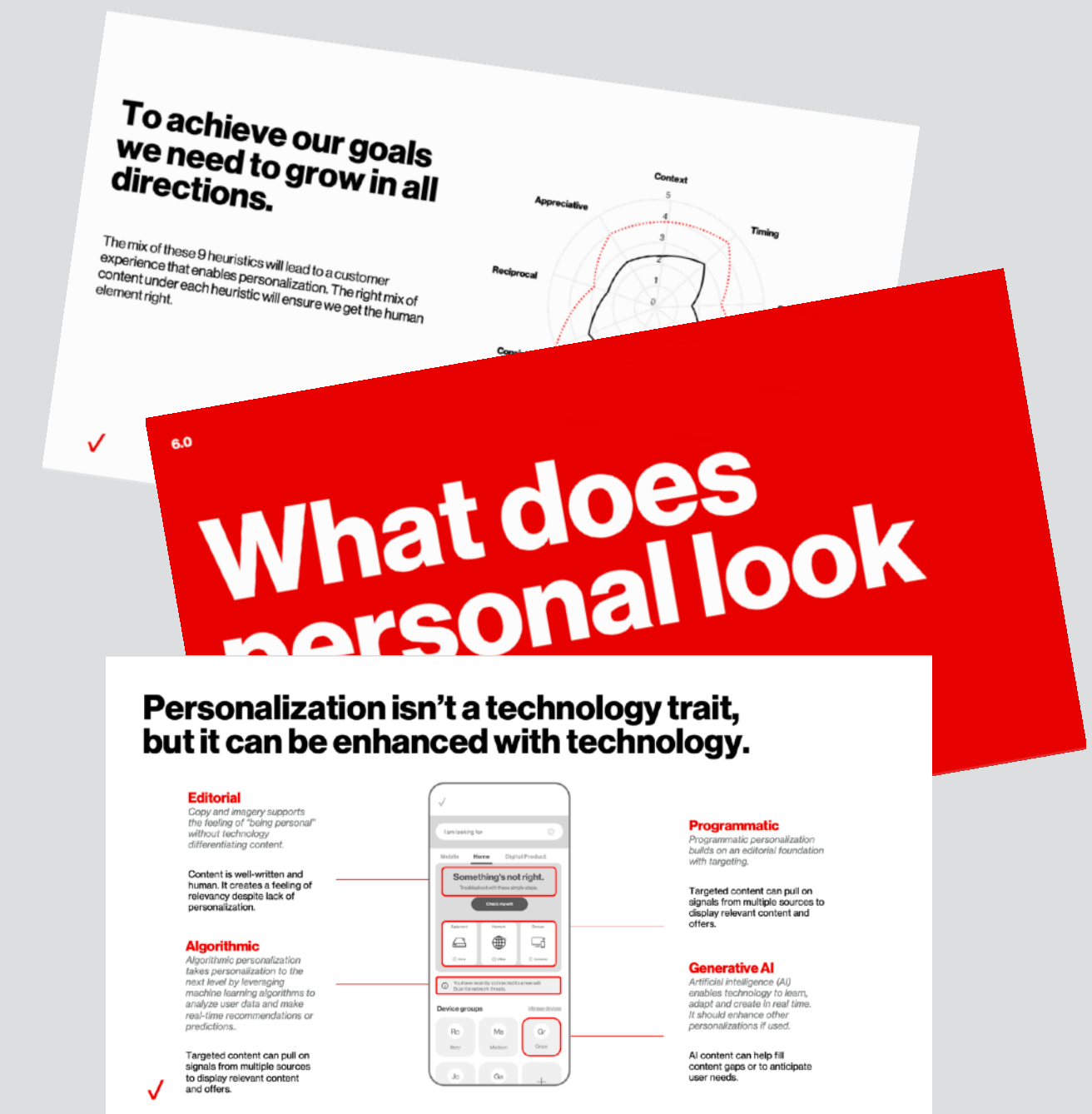
NextGen Flagship

Re-imagining the flagship verizon.com as a highly personalized, AI-driven experience that knows, understands, helps and surprises each individual customer.



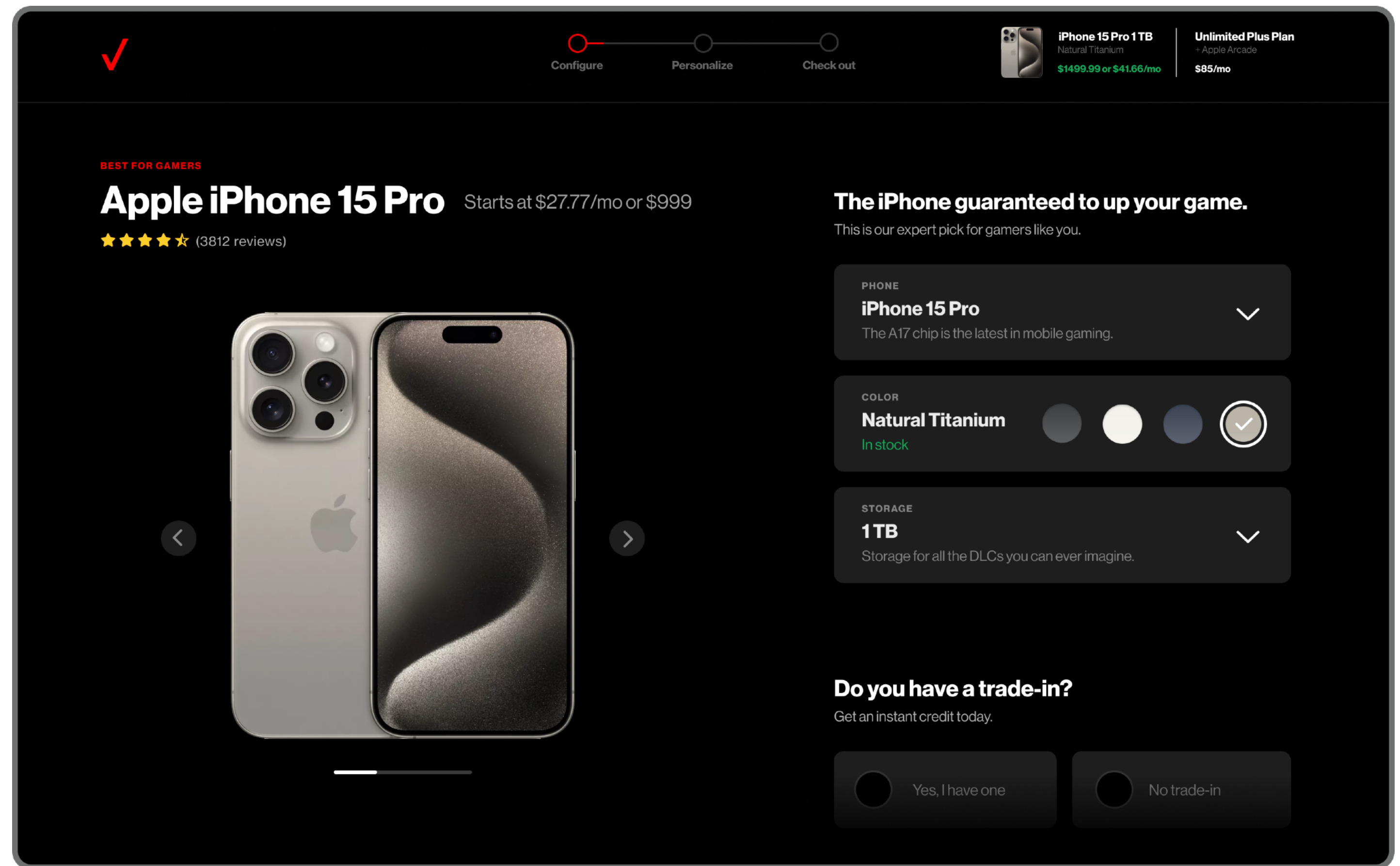
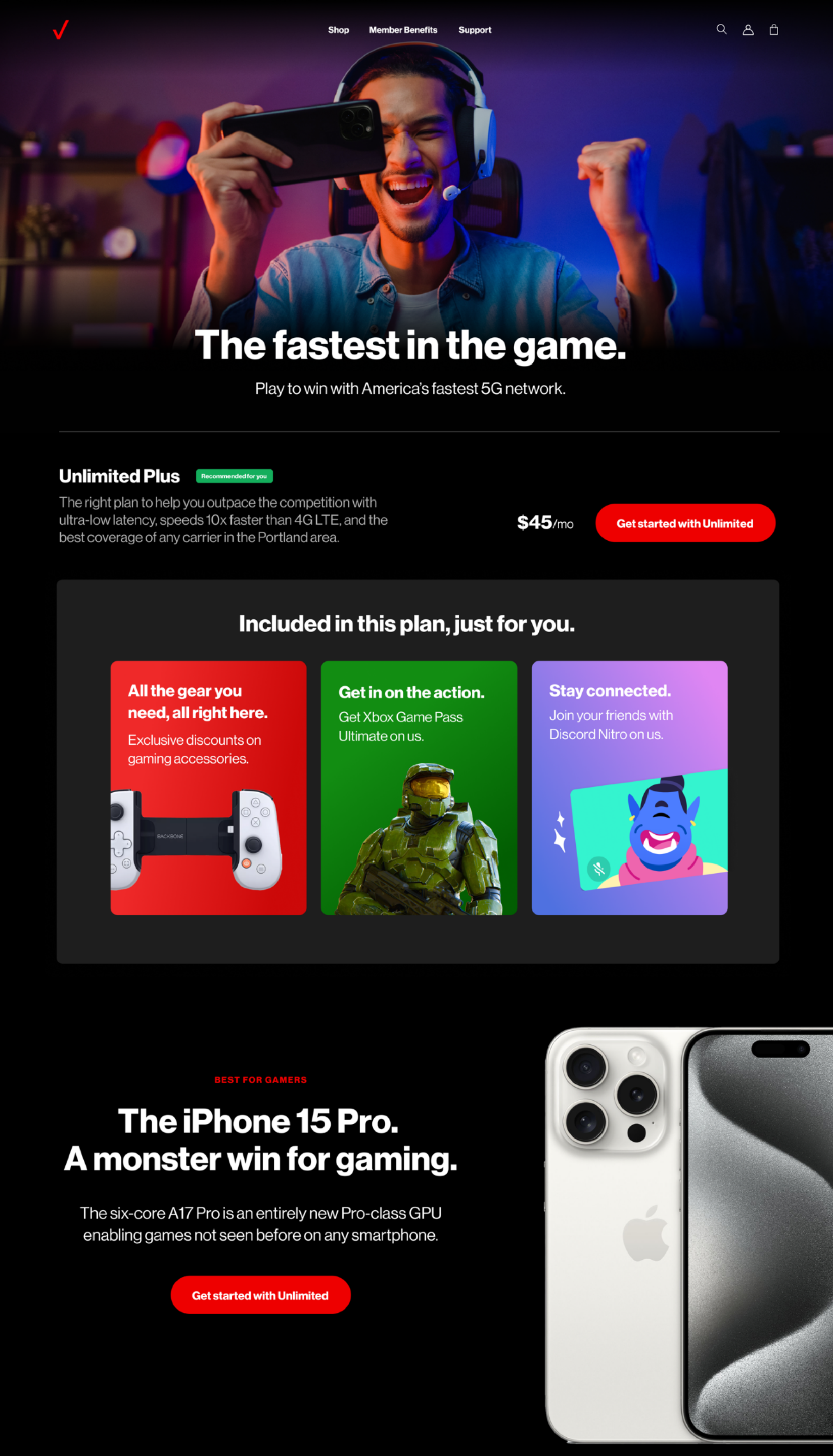
Digital Concierge

This effort is part AI-assistant and part defining a Conversational Design Library for the entire organization to leverage.



Personalization

This is an ongoing strategy exercise to define what is true personalization at Verizon, pushing it beyond performative — and to sell it into all business groups.

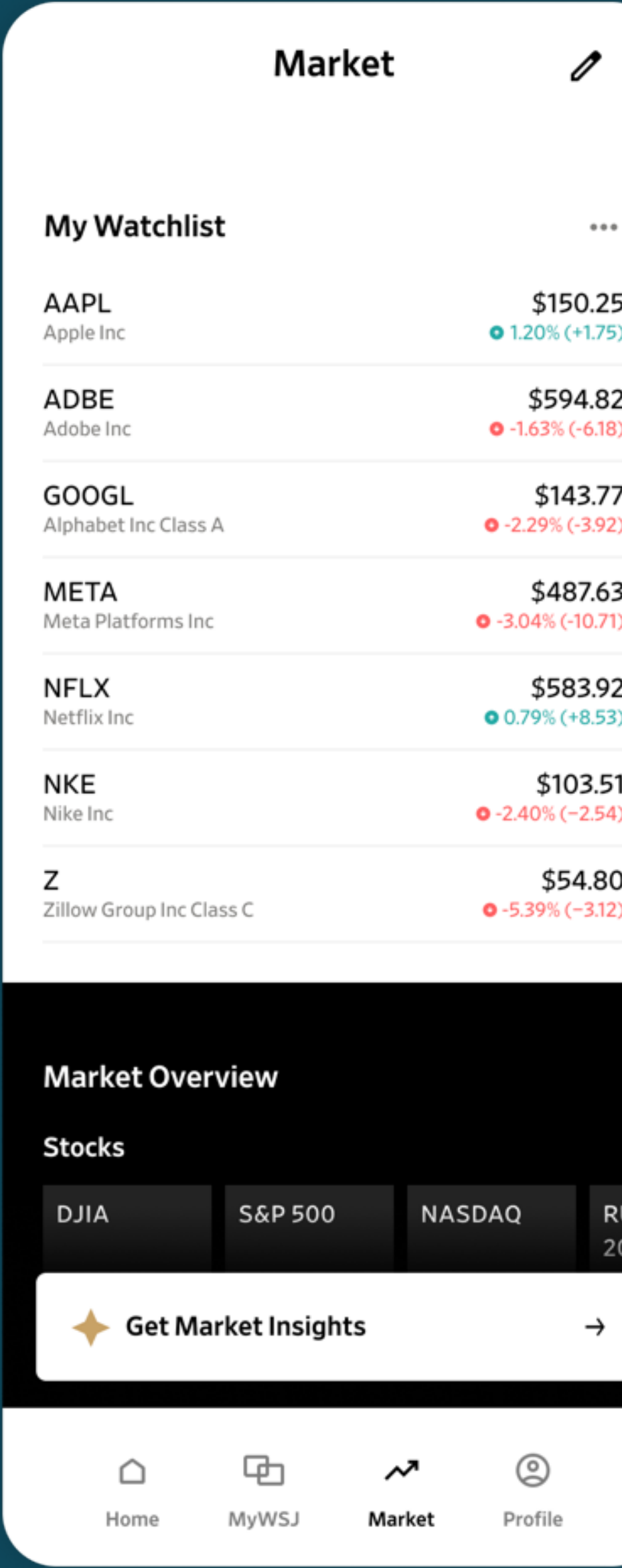
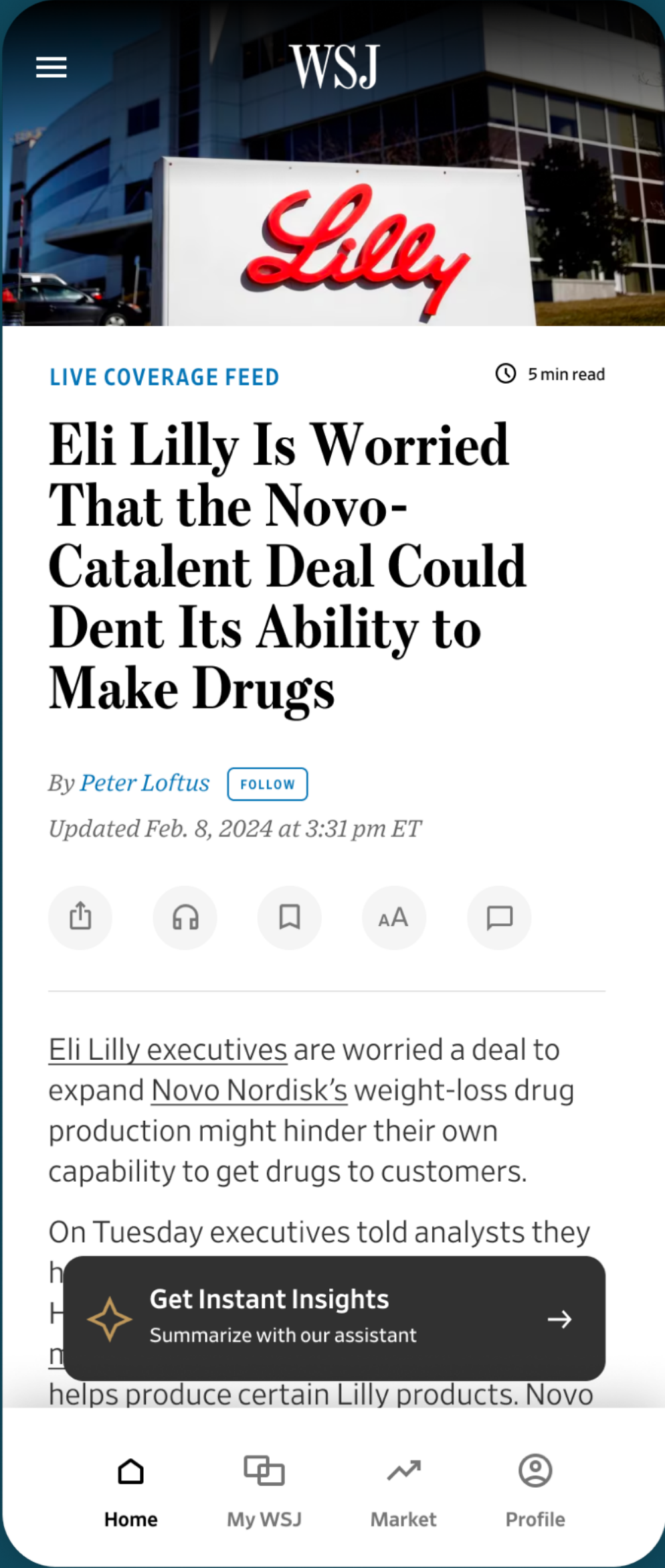
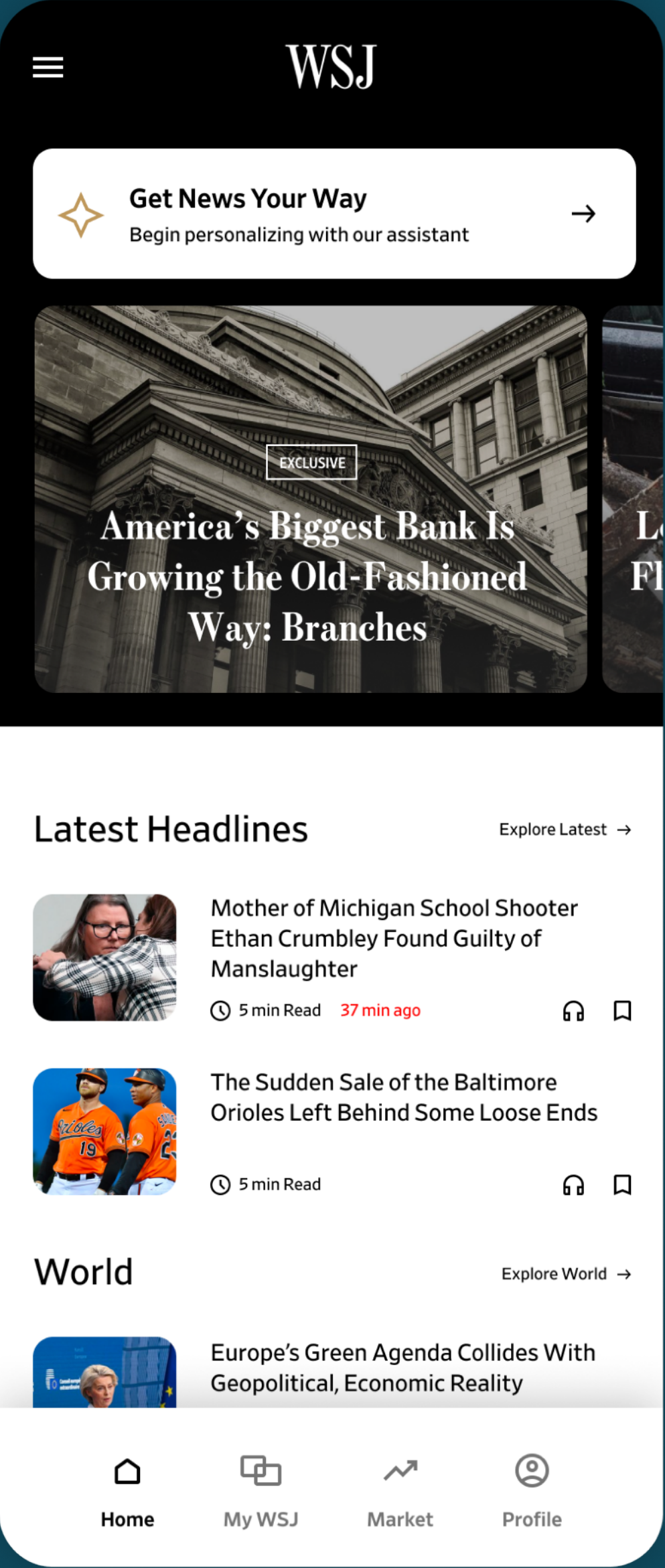


On NextGen we have two goals: a new visual design built on top of an AI-powered personalization engine for the flagship Verizon.com and simplify a complex and lengthy purchase flow.

Dow Jones

Role: Lead Designer, with a UX lead and one Junior Designer

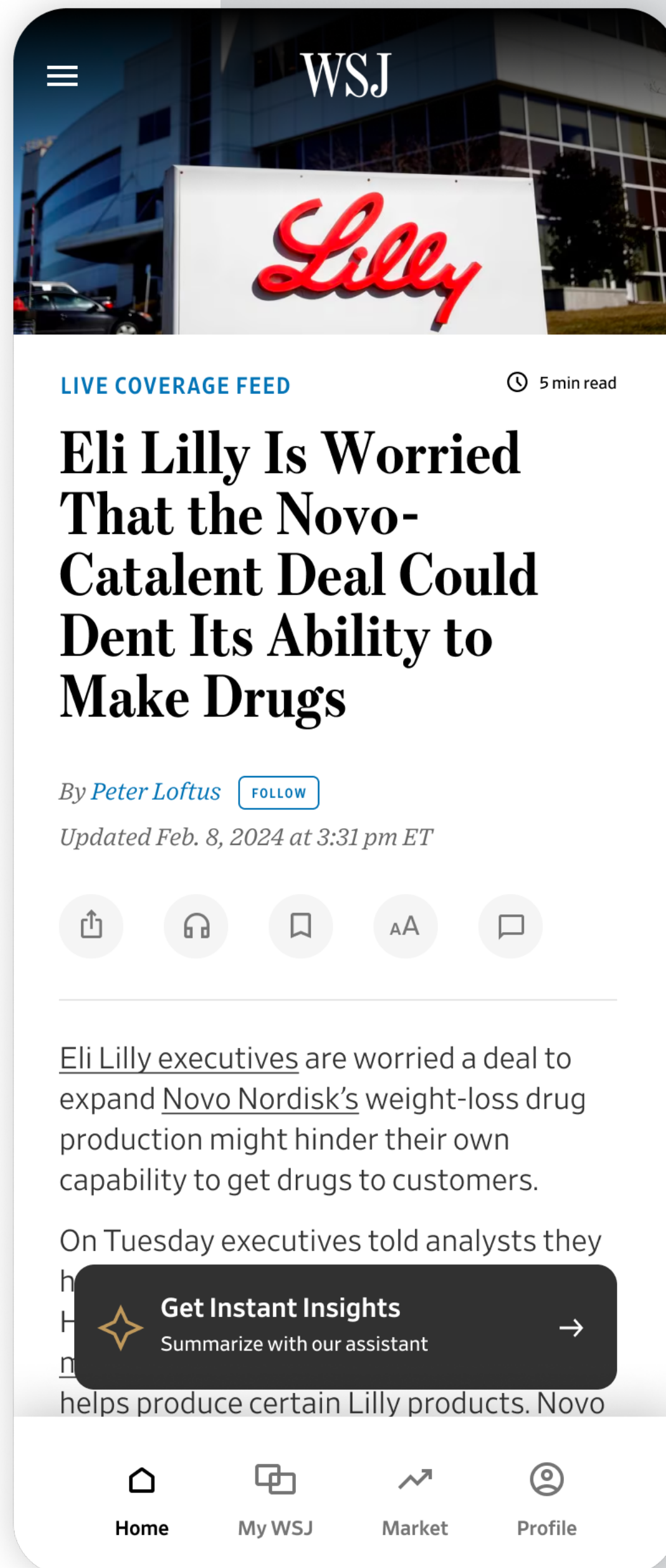
App & Conversational AI



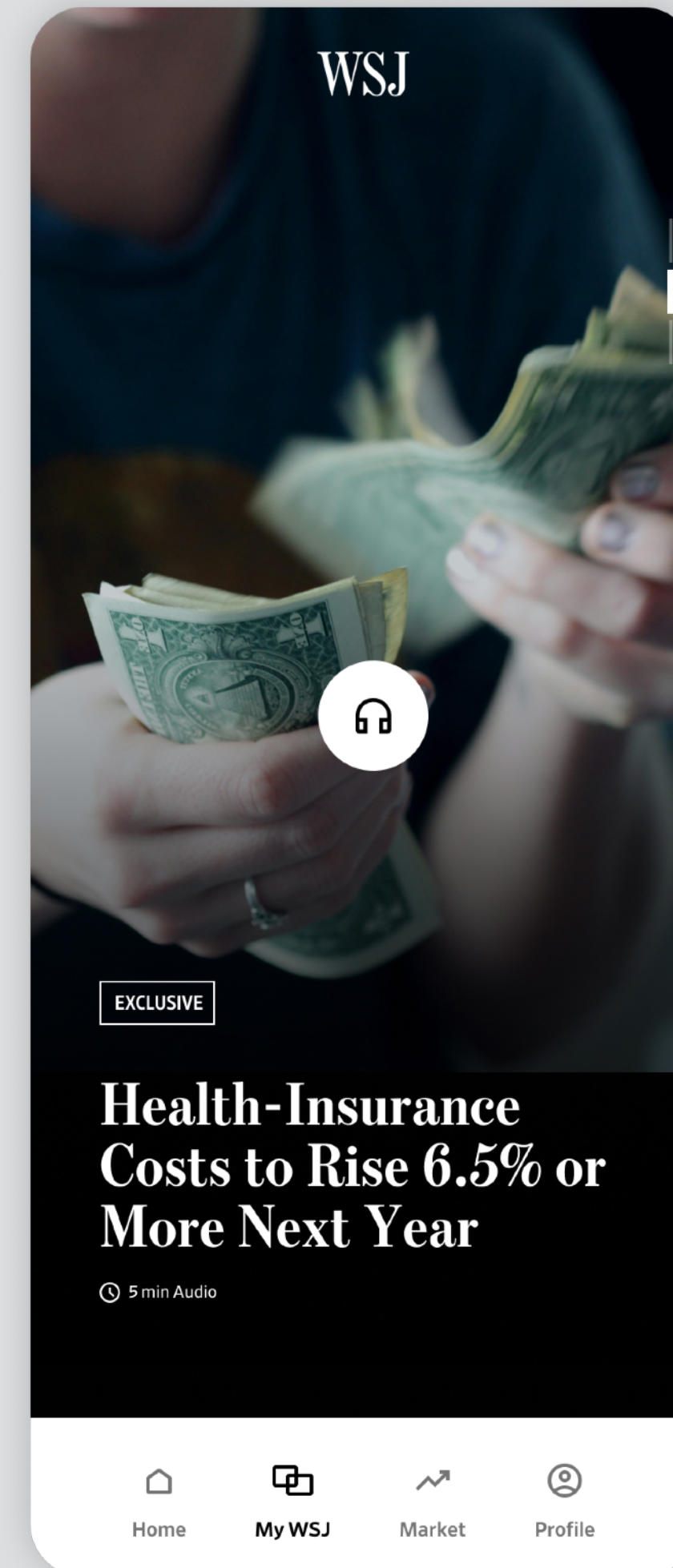
My team was tasked with a fresh take on the WSJ app — blending its rich heritage with a modernized design language and customer-centric experience that caters to a rapidly changing audience.

This included a dynamic, personalized, and AI-driven WSJ experience that integrates the power of story, data, and analysis available across Dow Jones' portfolio to help professionals thrive.

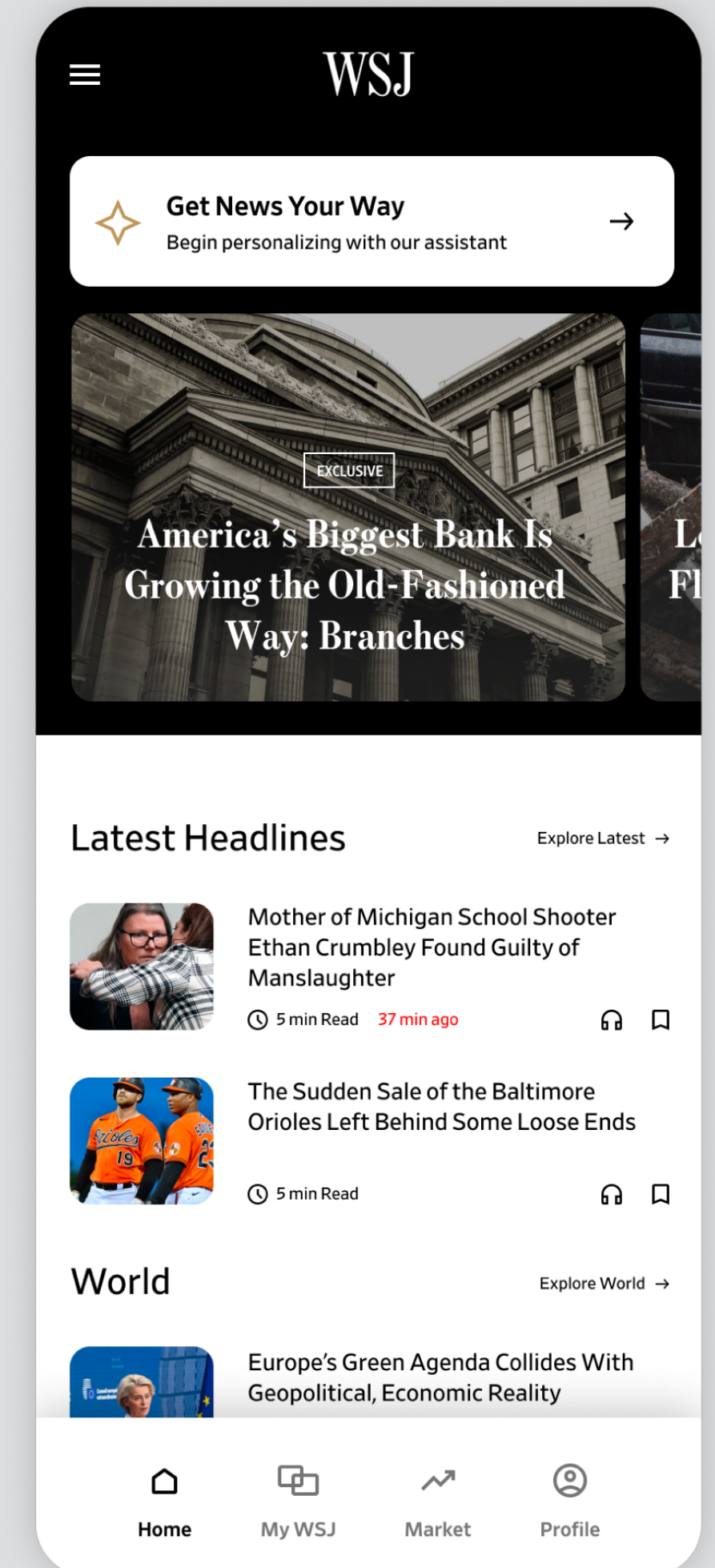
A look at the new article view.



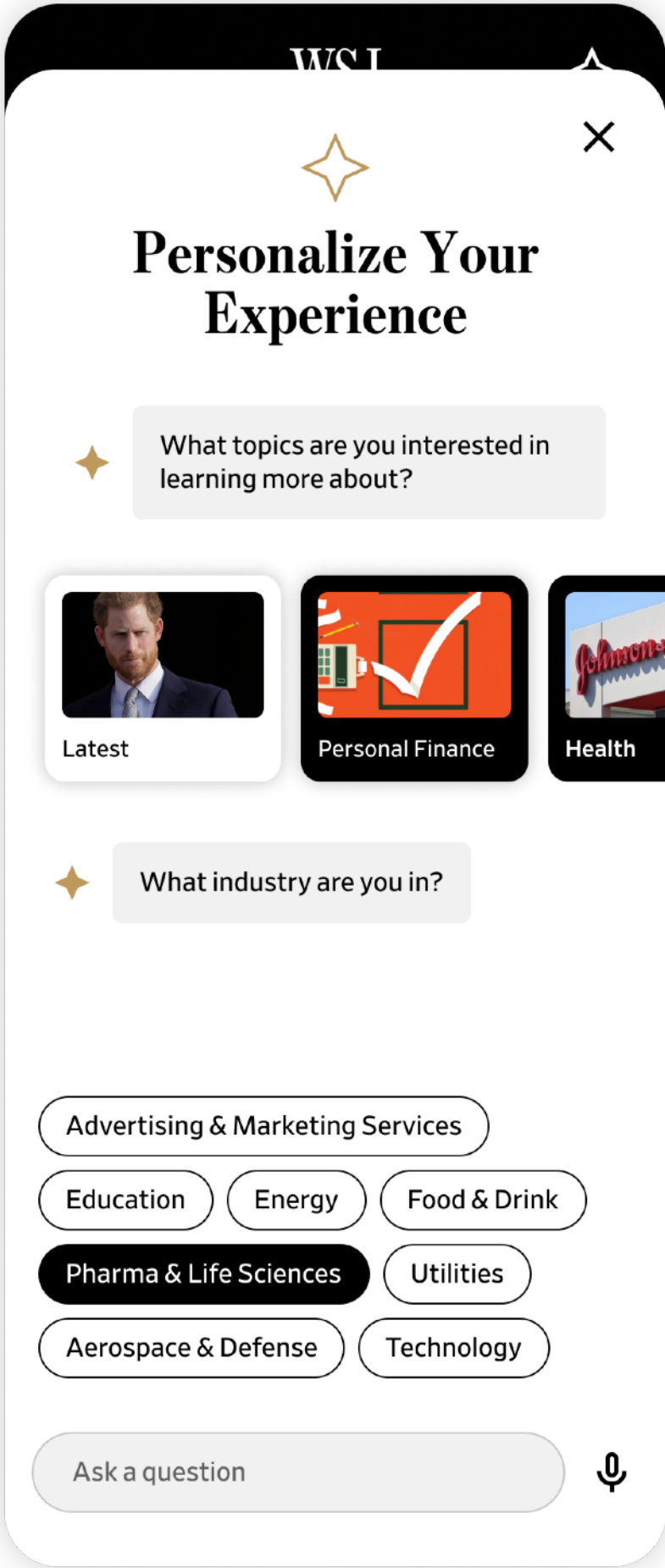
Wall Street Journal | Mobile App



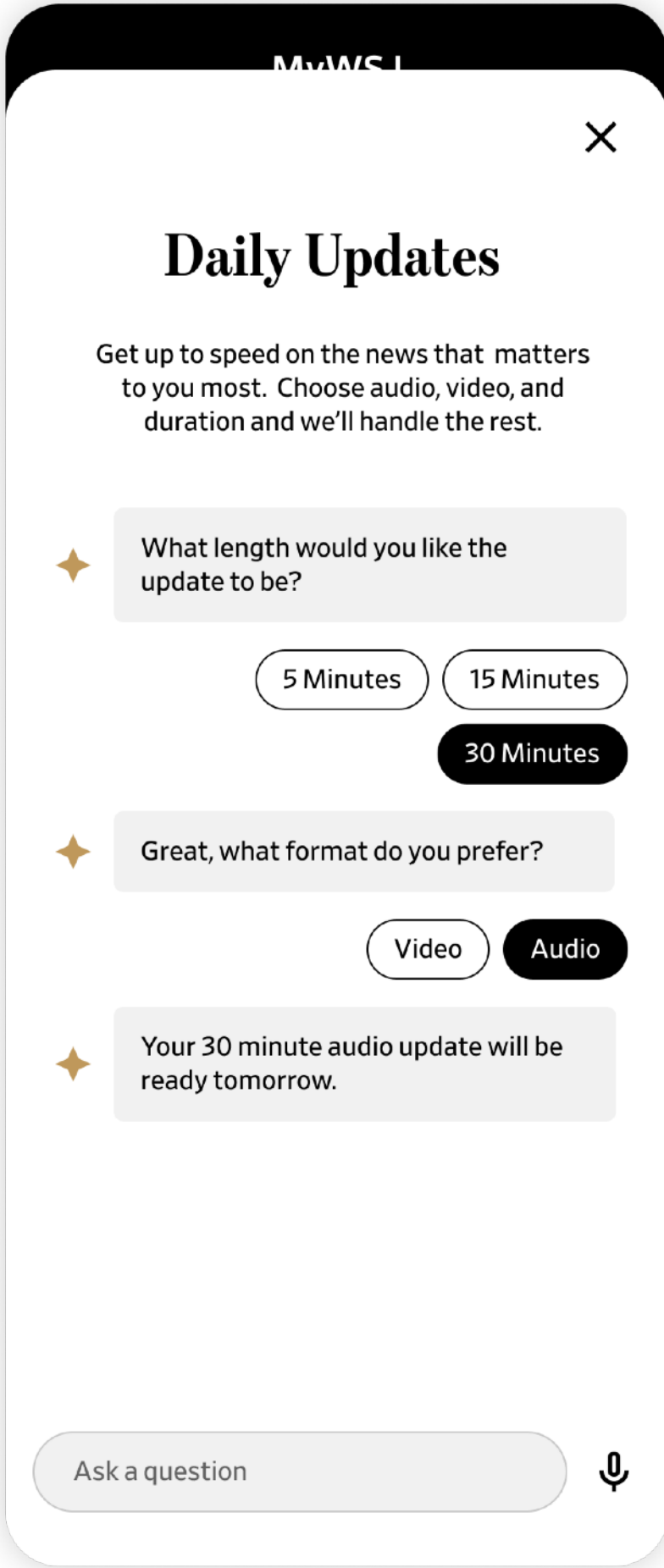
Personalized content can be viewed in a full screen, bringing focus to only the key points needed at any given time.



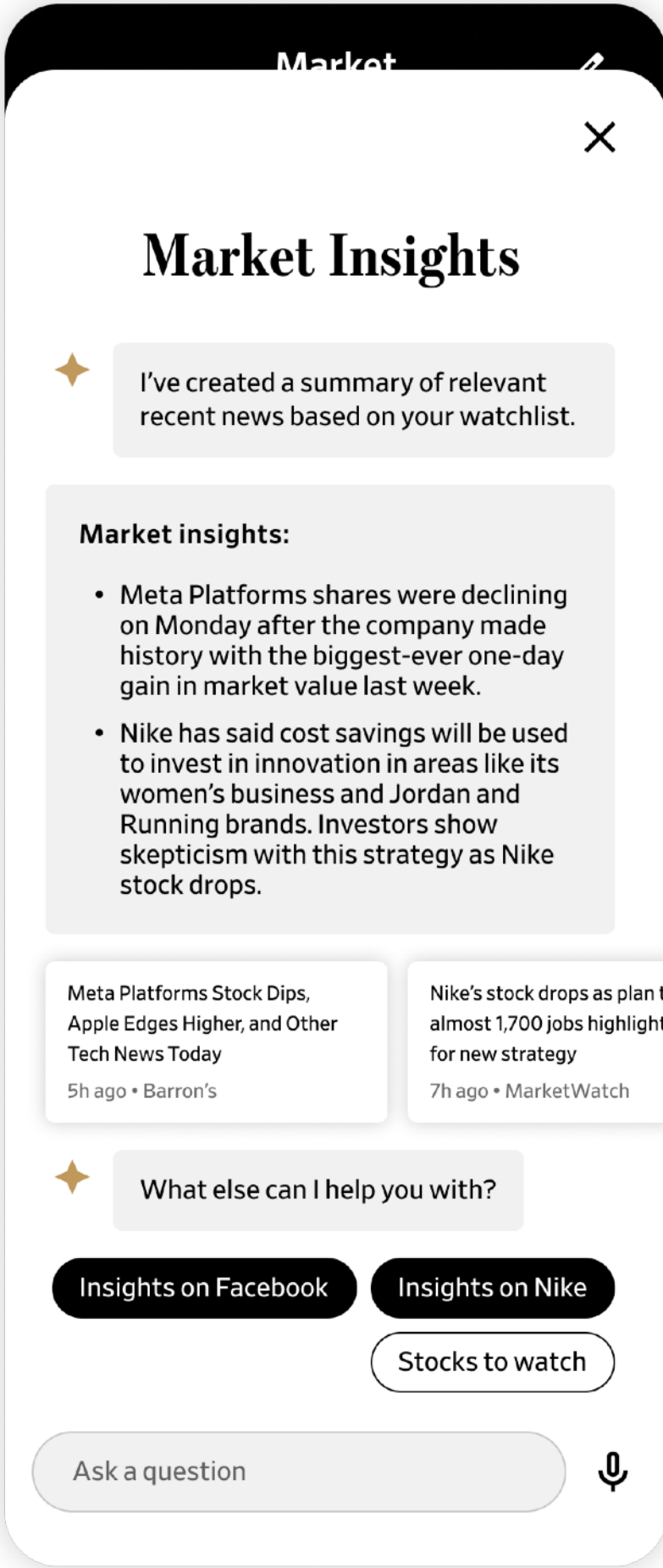
The personalized My WSJ experience. The assistant tailors the experience based on the reader's preferences.



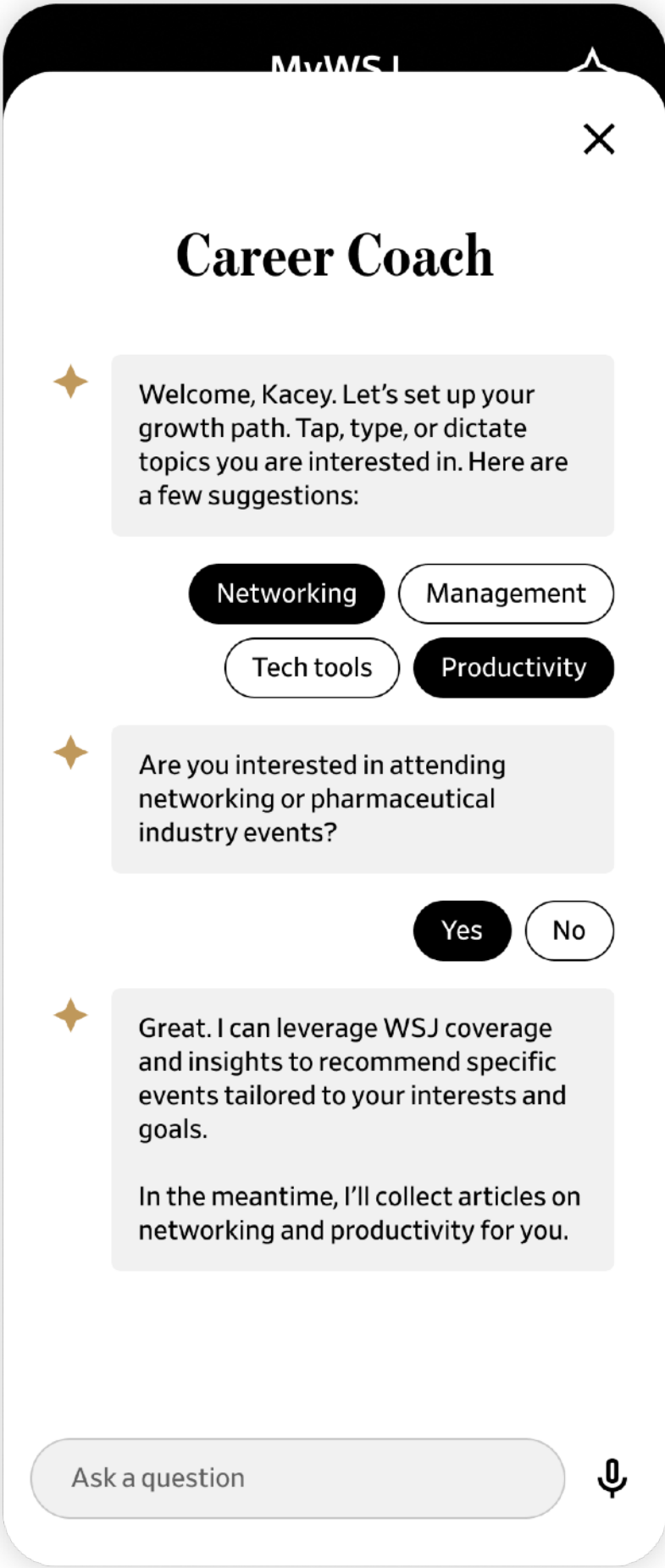
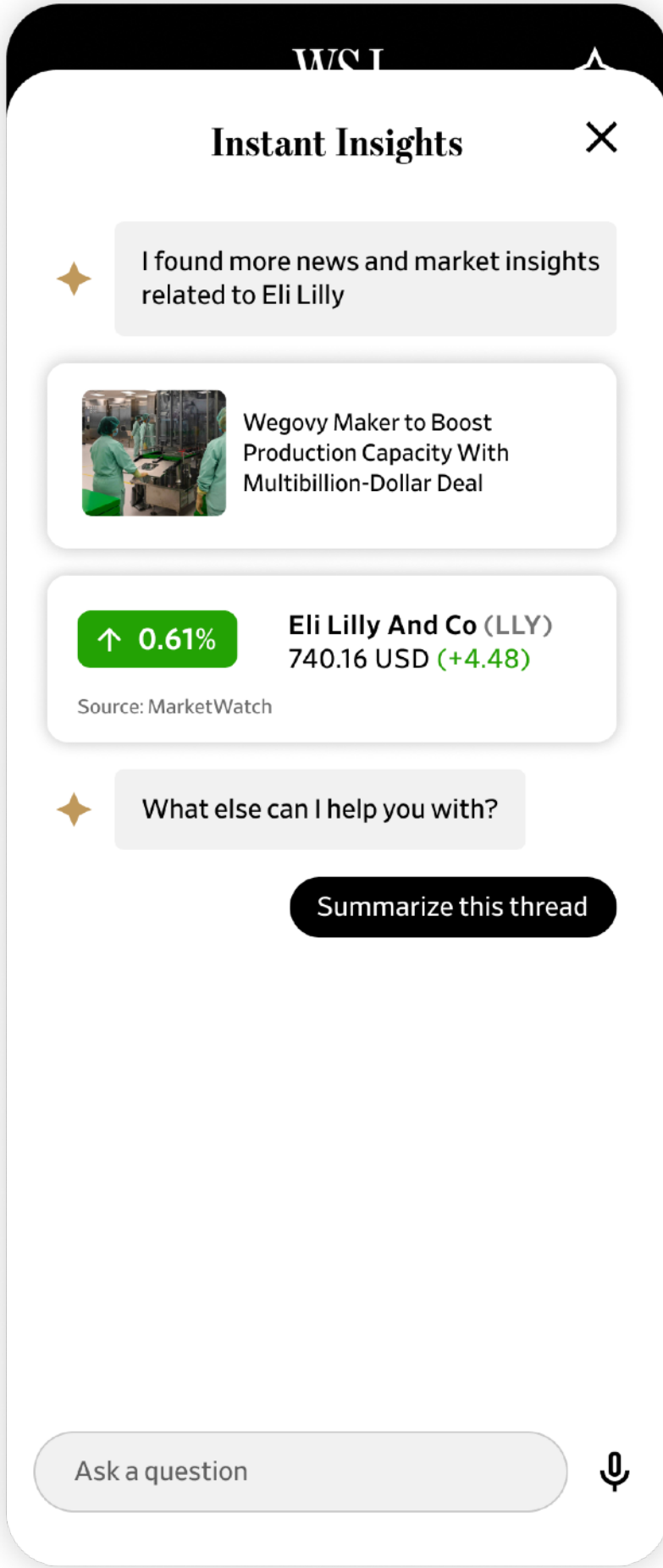
The assistant tailors the experience based on reader’s preferences and suggests other sources in the ecosystem.



Front page news is compiled, summarized, and custom tailored into a Daily Update that seamlessly fits into their day.



Users who don’t have time for in-depth research can get a summary of key points, helping them feel prepared and stay informed. The assistant can retrieve key insights from the article, related news, and a full summary of the thread.

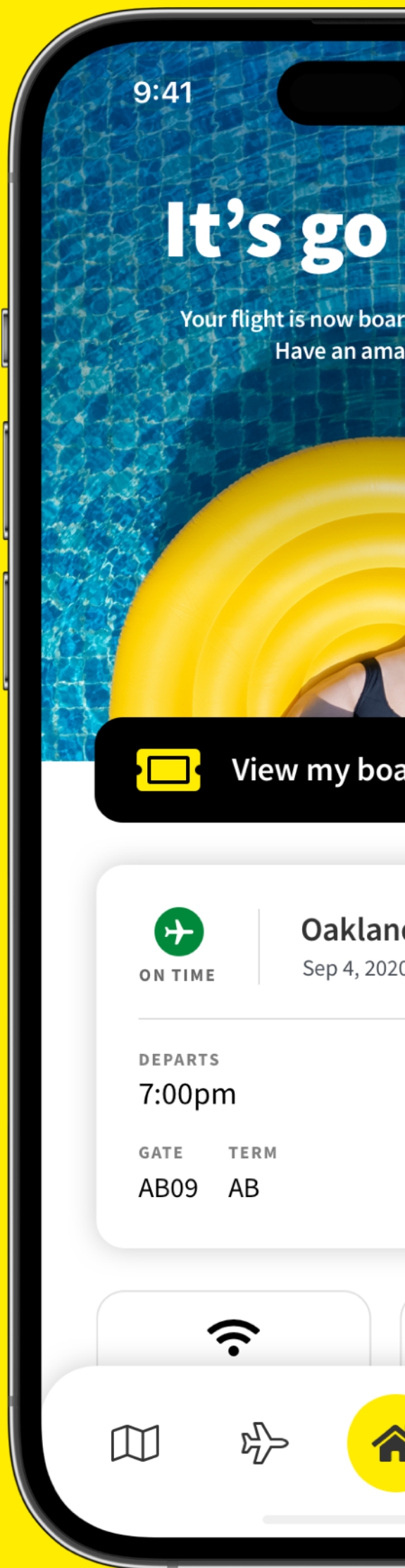
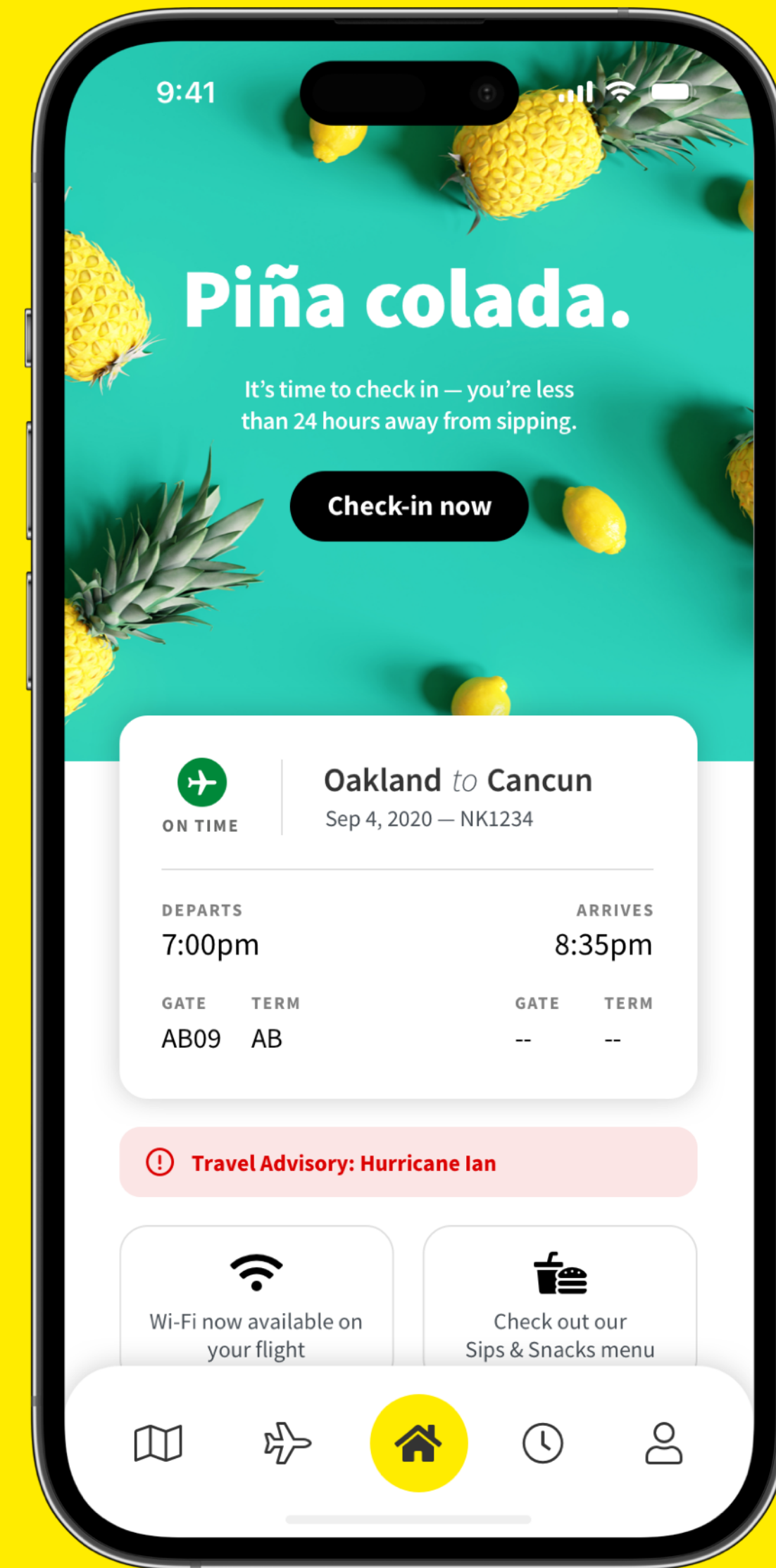
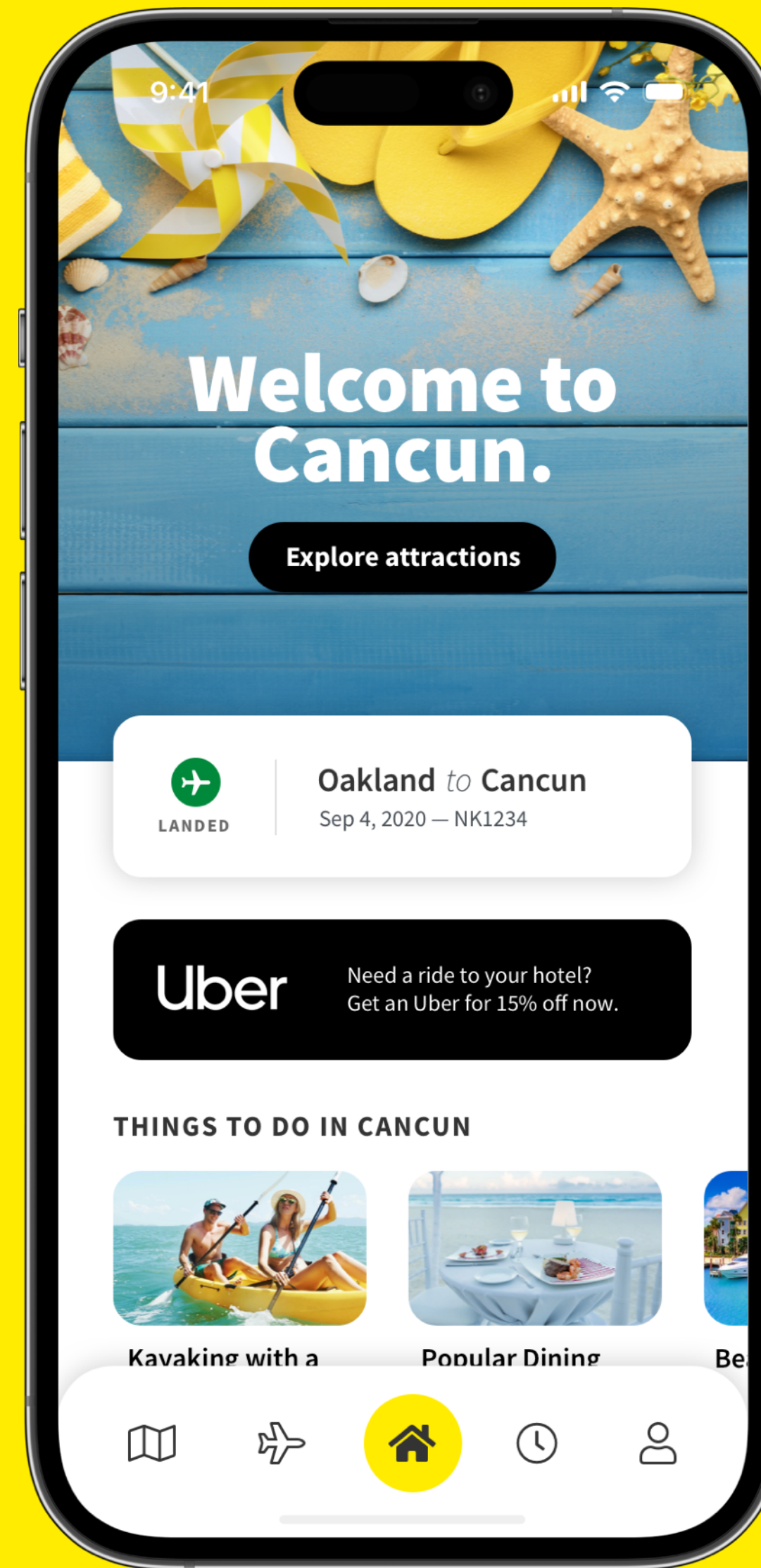


Readers set up their interests and learning goals with the AI Career Coach which sends articles and events that match their goals and interests.

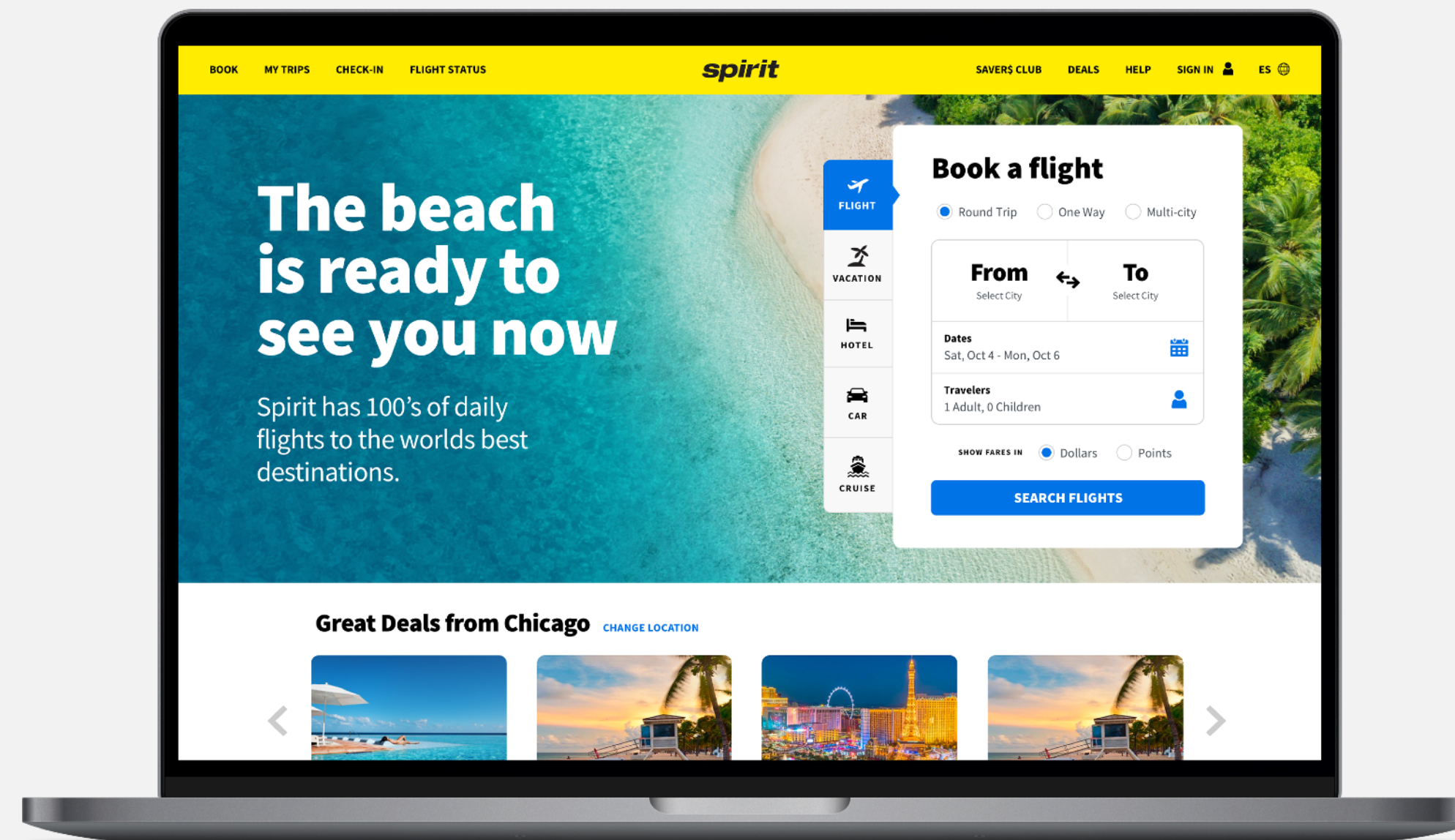
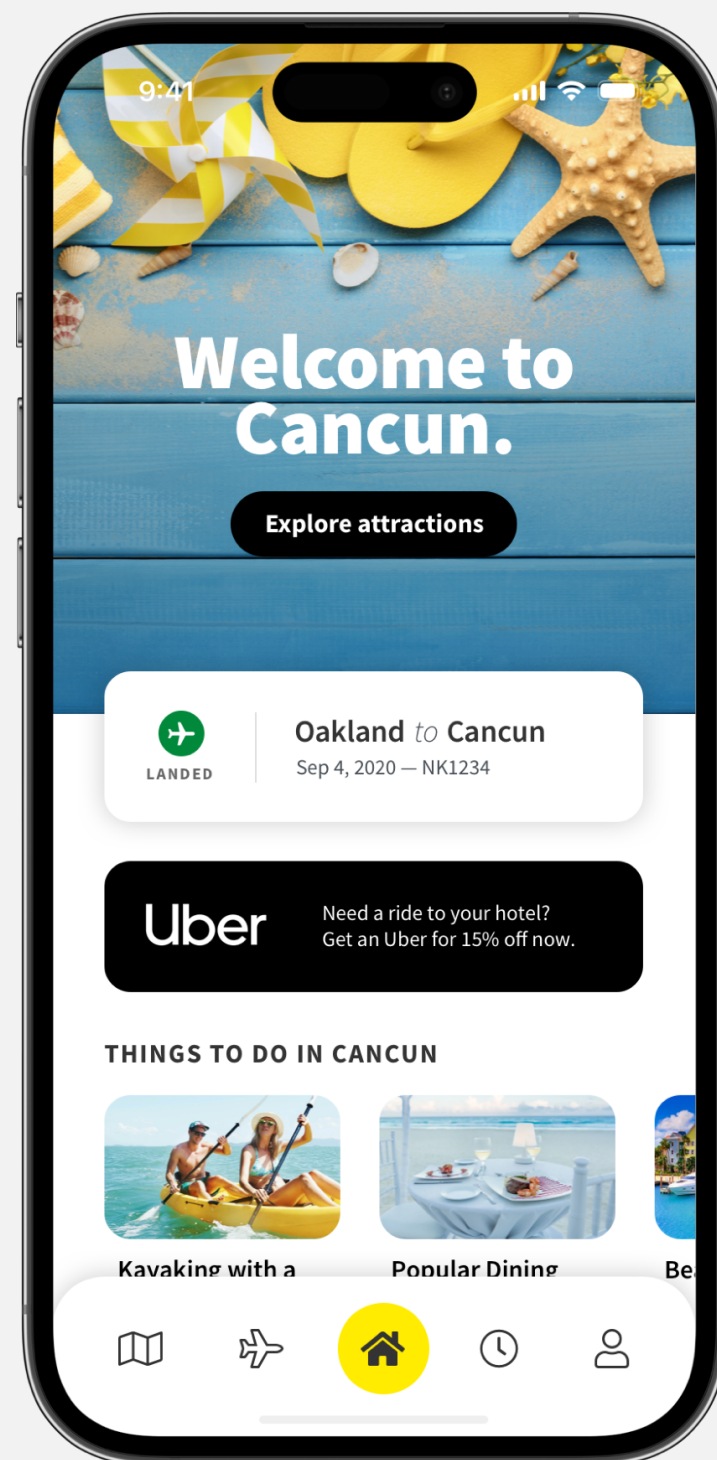
Spirit Airlines

Role: Principle Designer, worked with two junior UI designers and one UX designer.

App, Web, Kiosk
& Design System



I started by building Spirit a global design system that has since grown to span multiple touch points including their native mobile apps, web and in-airport kiosk experiences.



ADD PAYMENT METHOD

STANDARD FARE - \$110.89

\$9 FARE CLUB - \$79.89

Card Number



DEPARTS
2:15am

ARRIVES
3:50am

Nonstop
3h 42m

FLIGHT DETAILS

4 left at
\$49

SAVER\$ CLUB

4 left at
\$79

STANDARD



Dates
Sat, Oct 4 - Mon, Oct 6



Cancun
Dec 1, 2022

from*
\$32

Label X

Add Promo Code

\$19



FILTER SORT

2 FLIGHTS
\$79.00

- 0 +

SHOW MORE

EDIT ADDRESS

REMOVE

ADD

09:41

Flight Search Results

FLL → DEN

2 Adults, 1 Child, 1 Infant

ON TIME

Oakland to Cancun
Sep 4, 2020 — NK1234

DEPARTS
7:00pm

ARRIVES
8:35pm

GATE
AB09

TERM
AB

GATE
--

TERM
--

Travel Dates

October

2021

S	M	T	W	T	F	S
			1	2	3 \$87	4 \$112
5 \$132	6 \$112	7 \$156	8 \$96	9 \$196	10 \$192	11 \$210
12 \$112	13 \$132	14 \$156	15 \$96	16 \$85	17 \$85	18 \$210
19 \$112	20 \$132	21 \$156	22 \$156	23 \$196	24 \$192	25 \$210
26 \$60	27 \$132	28 \$156	29 \$156	30 \$196	31 \$192	

November

2021

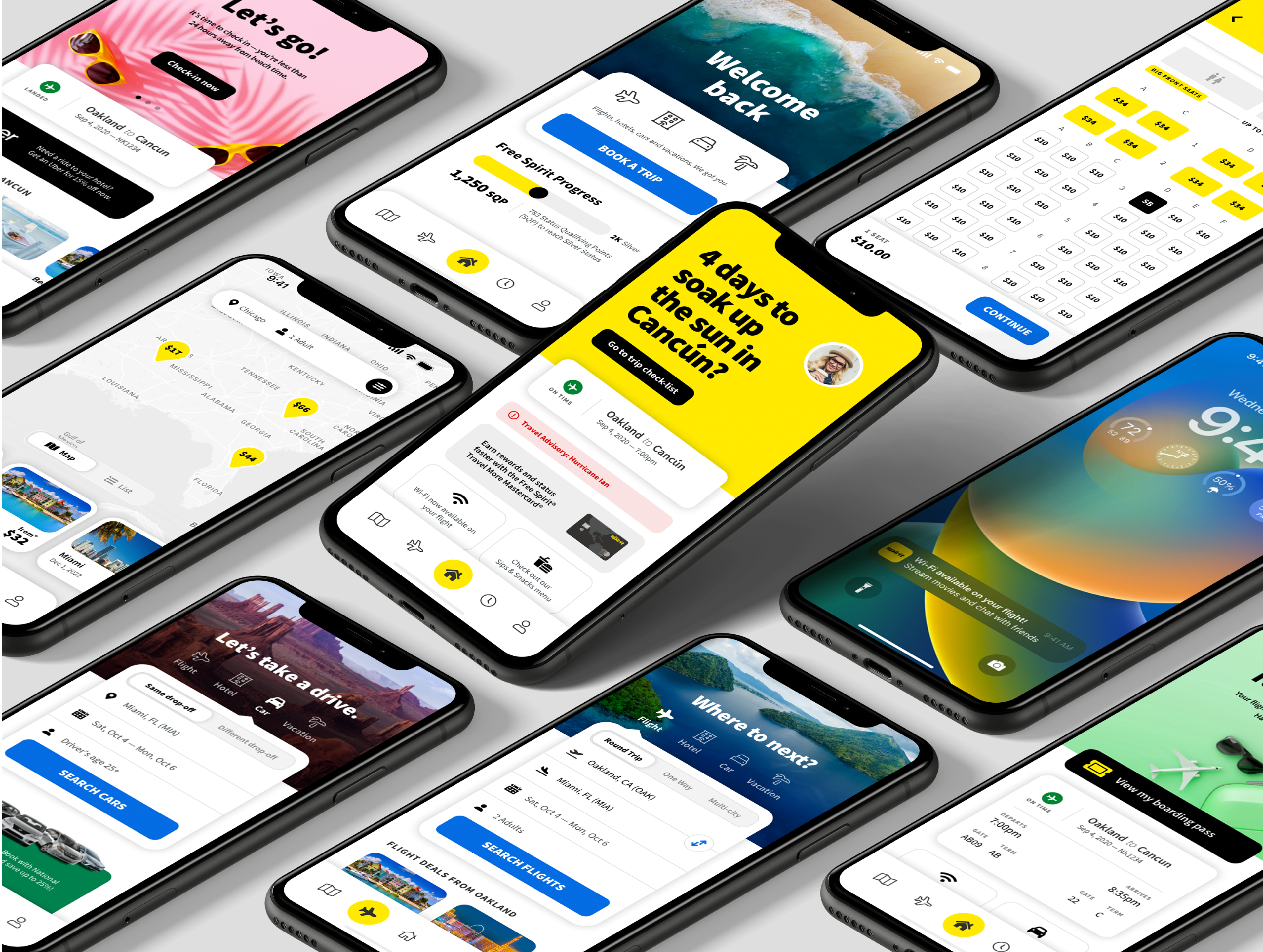
S	M	T	W	T	F	S
Depart Sat, October 4	Return Mon, October 6					

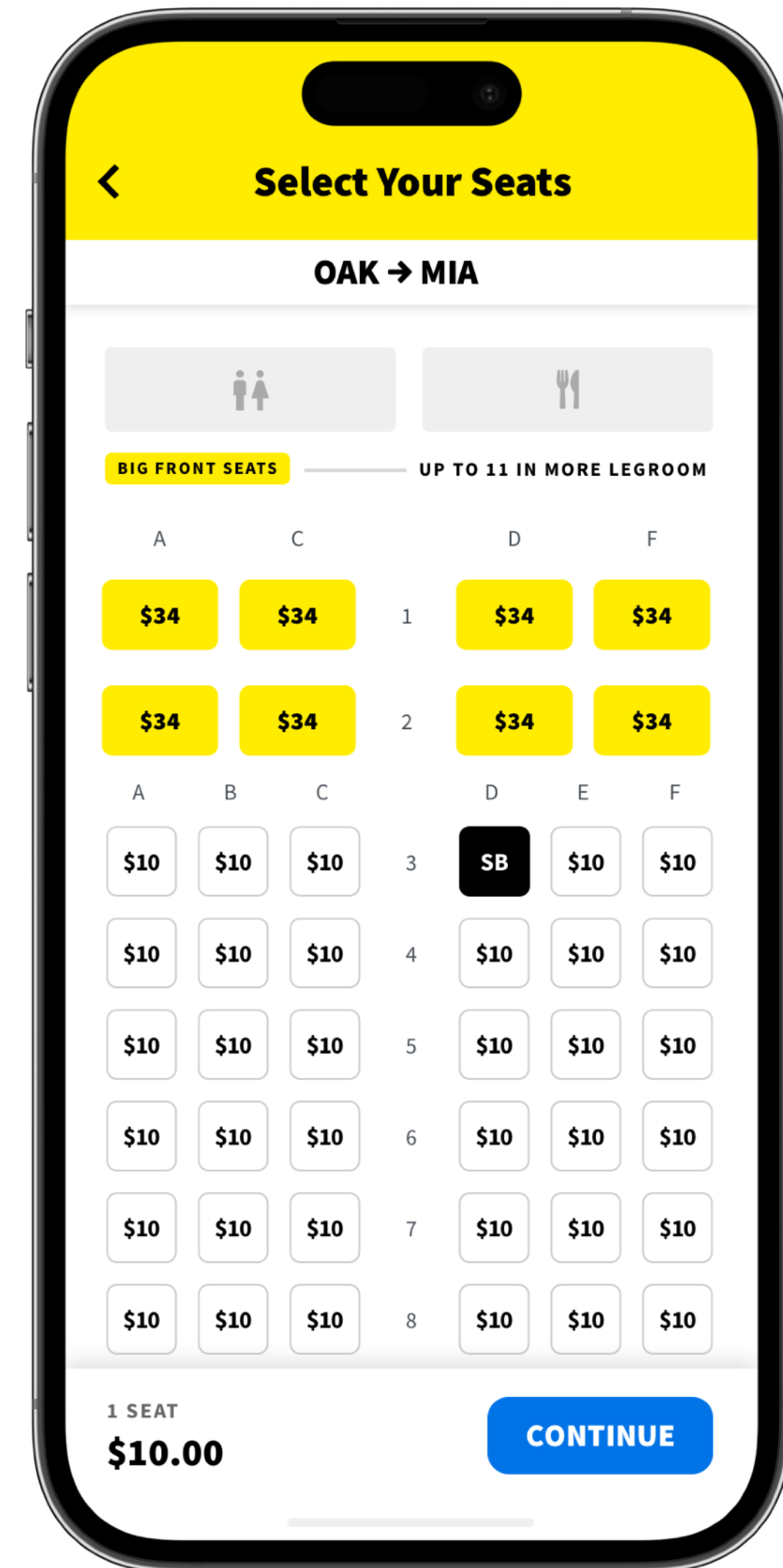
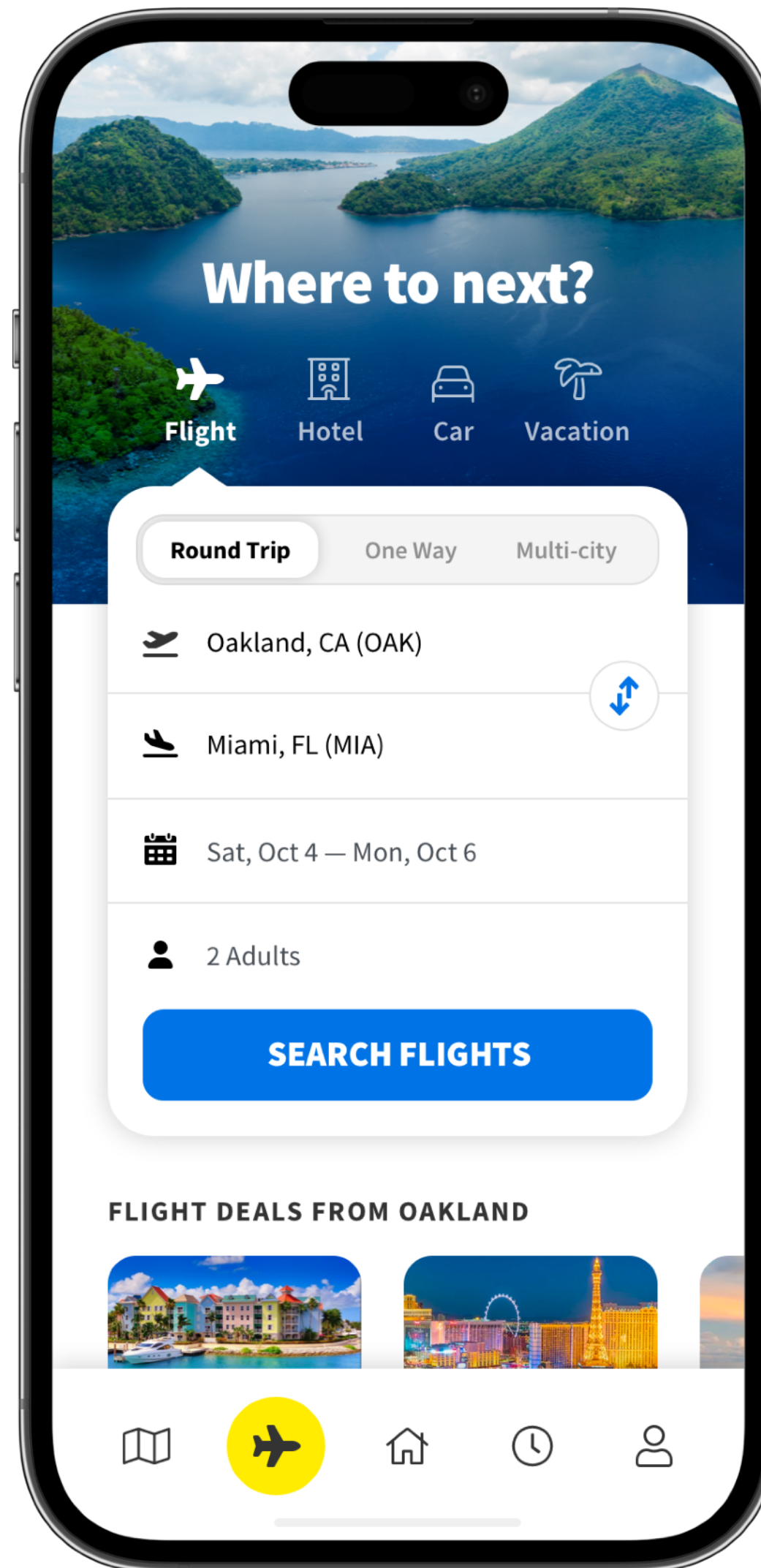
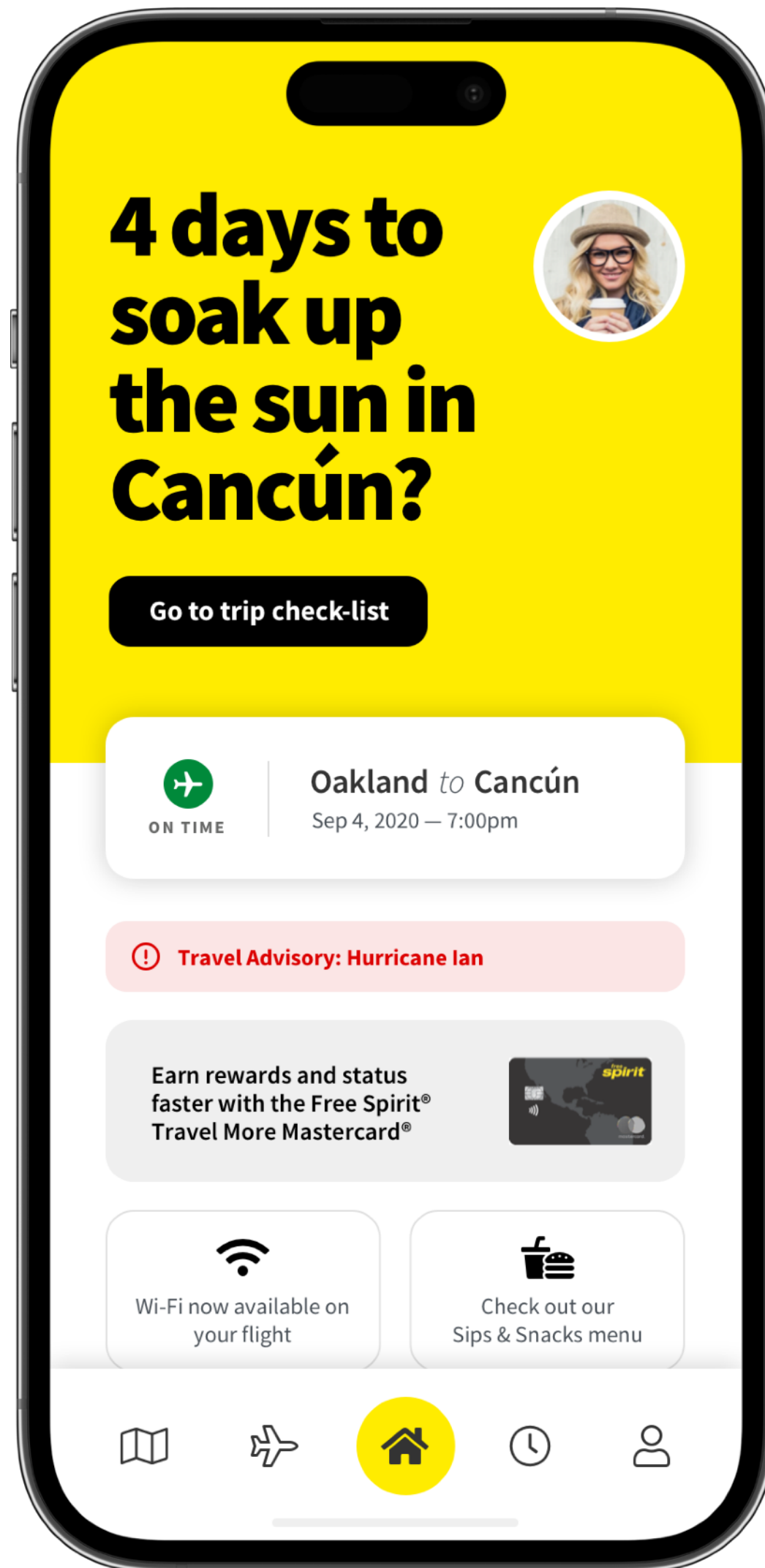
DONE

Mobile app was the first project that set the bar for the rest of the organization.

The initial priority was taking something disjointed and broken, fixing key accessibility issues, and then building out a set of core building blocks to take us forward.

Moving from the home screen, through the booking flow, and then finally touching ancillary pages (account, settings, etc.)



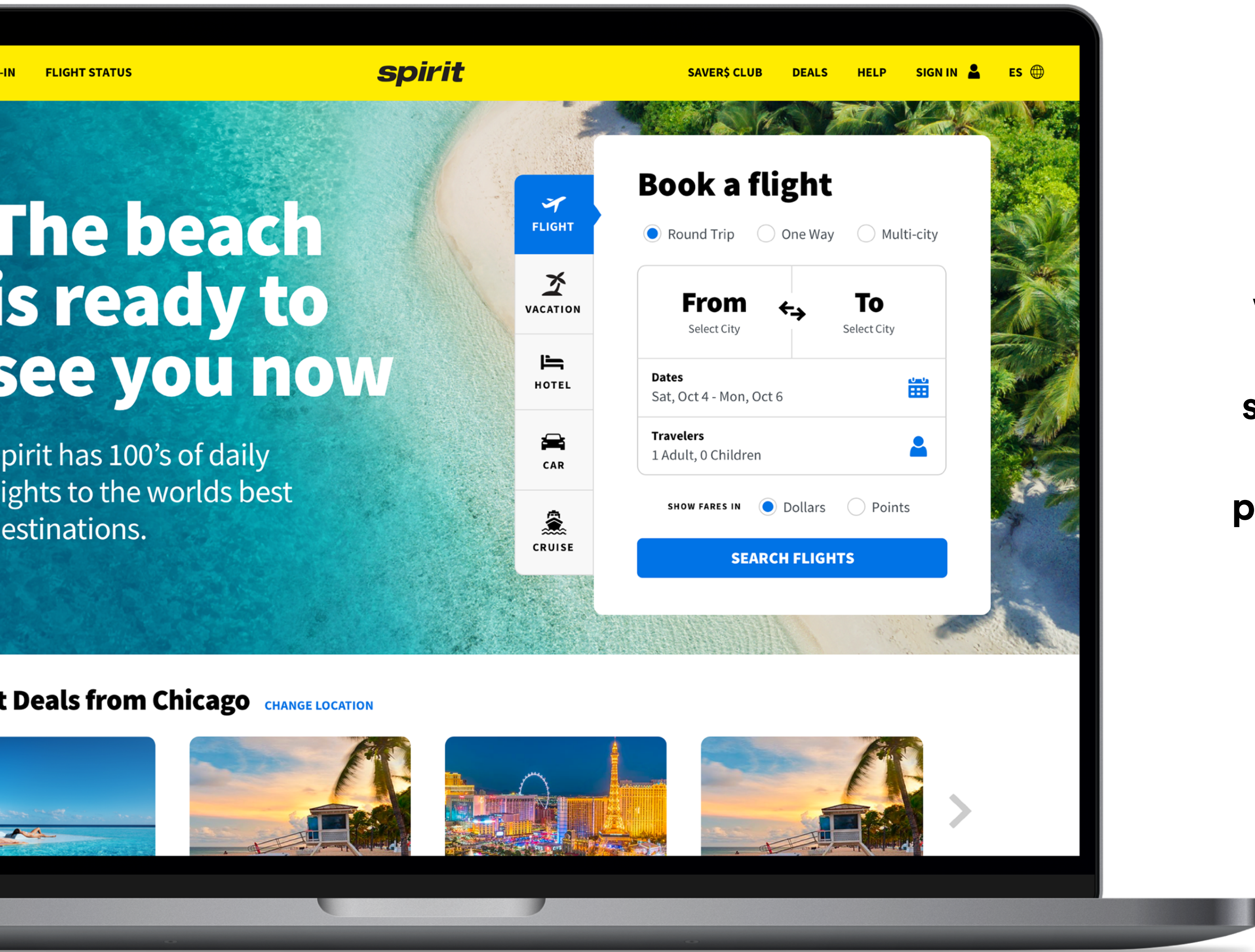




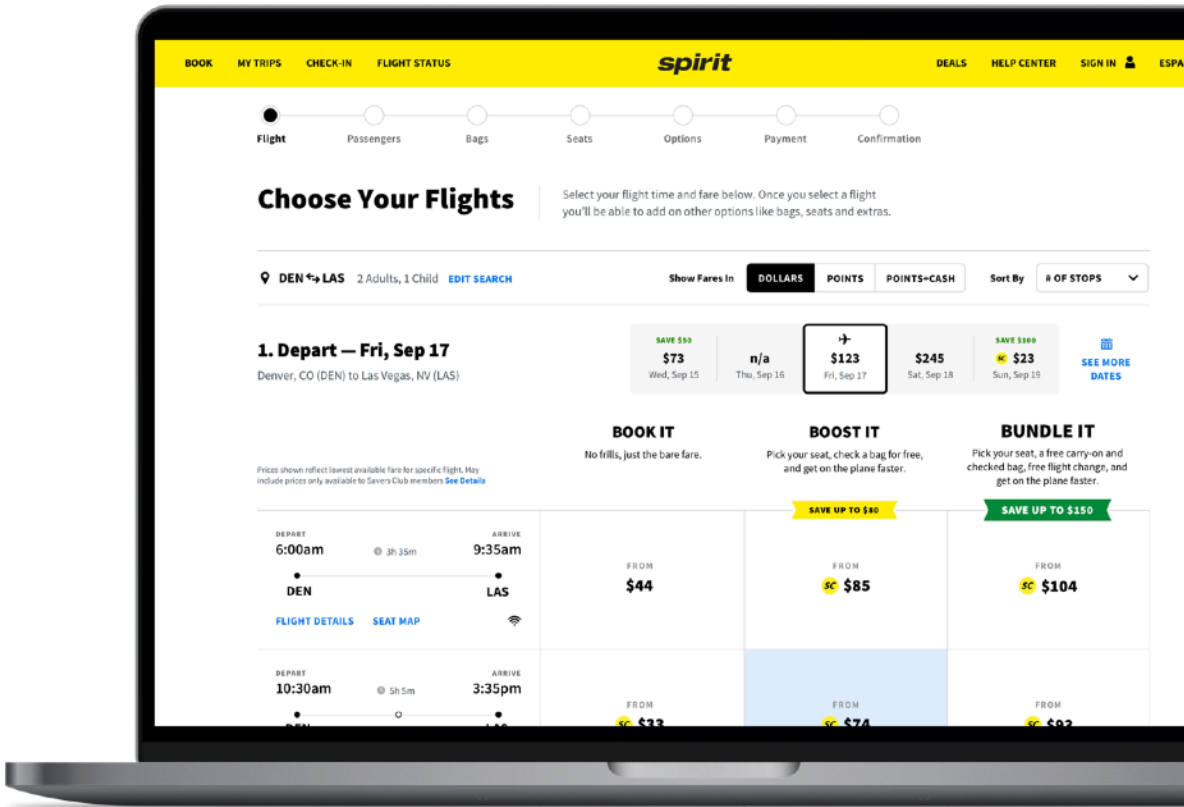
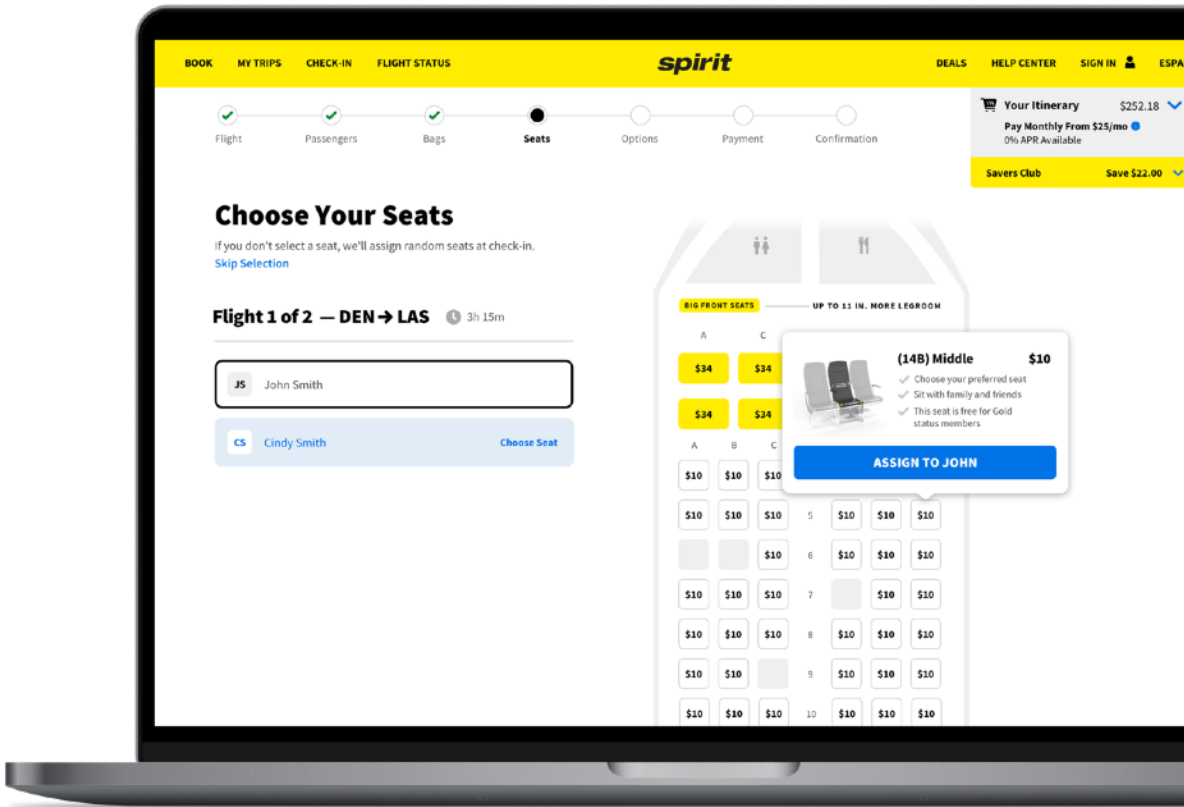
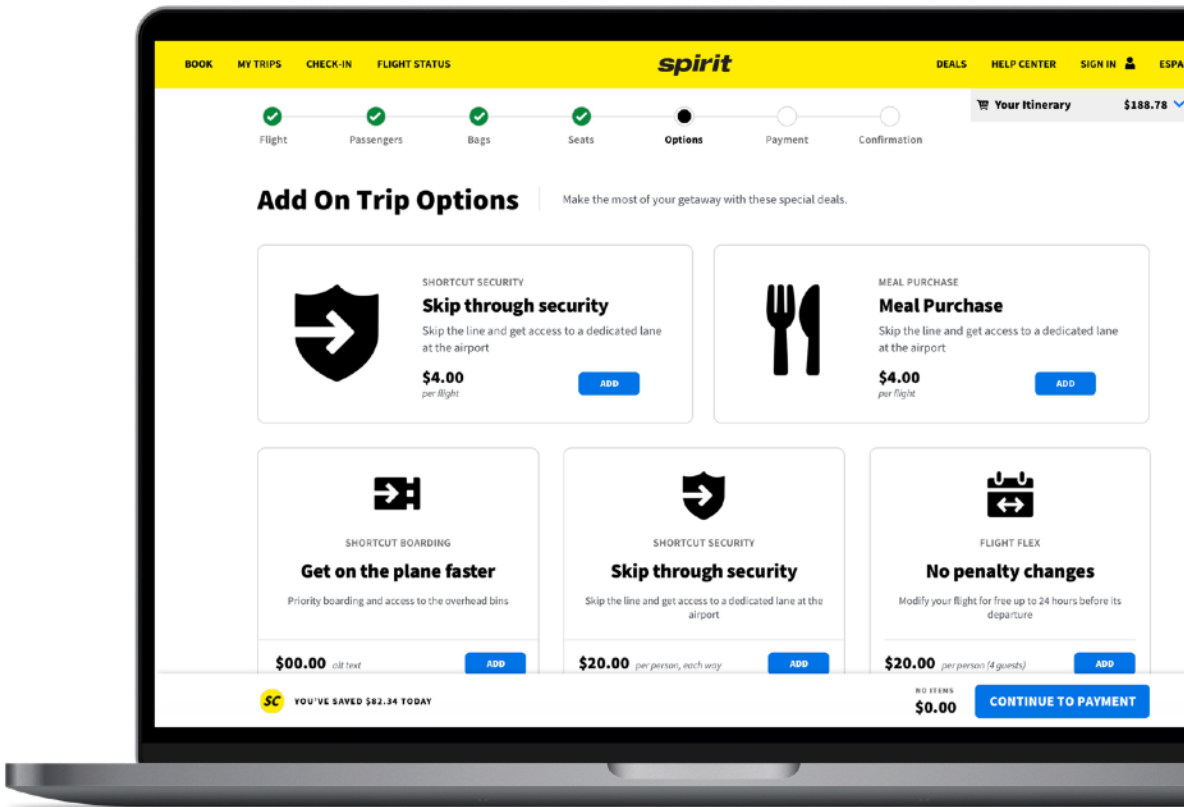
Following the success of mobile app, the airport kiosk team asked me to redesign both the check-in and self bag drop kiosk experiences.

This included doing some user research, observation and interviews at various airports across the country to discover pain points that weren't immediately clear in the limited analytics available at the time.





Next up was tackling web, starting with the homepage. After successfully increasing the number of guests pushed into the booking funnel, I moved on to the remainder of the booking flow.



I built a flexible component system for content pages on Web, and began implementing them for key pages.

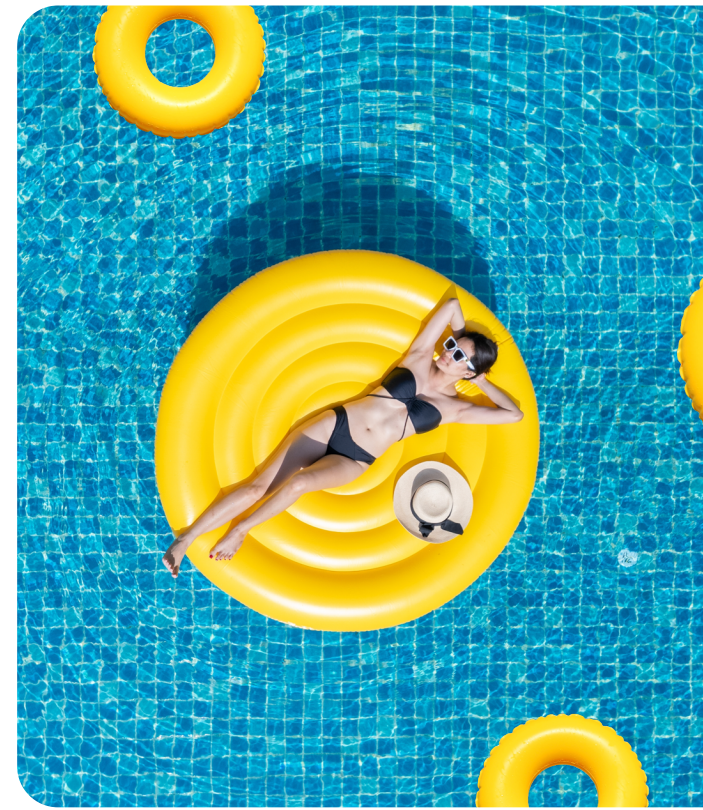
Apart from being more aesthetically pleasing, they were easier for guests to understand and established some brand consistency across multiple content pages.

This allowed us to turn out designs quickly to product teams, and allowed Spirit's internal development and marketing teams to leverage a set of pre-coded components to quickly build and release new pages.



Introducing the new Free Spirit®

WATCH THE VIDEO



How long does it take to redeem?

You can use your points even faster with the new Free Spirit Points + Cash option. Fly sooner by combining as little as 1,000 points with cash.



Estimates are based on an average point earnings of 2,500 points and 250 SQPs per flight (including ancillary purchases).

LEARN ABOUT REDEEMING POINTS



Use them sooner

You can use your points even faster with the new Free Spirit Points + Cash option. Fly sooner



Never lose them

Points don't expire as long as you continue to earn or redeem with Spirit or with Free Spirit

Introducing the new Free Spirit®



You can use your points even faster with the new Free Spirit Points + Cash option. Fly sooner by combining as little as 1,000 points.

HOW TO REDEEM FREE SPIRIT®

Redeem points fast and easier



Redeem points for seats on any flights with no blackout dates



Use points to upgrade to Free Spirit Points



Points don't expire as long as there is activity every 12 months



Redeem points for partner services

LIMITED TIME ONLINE OFFER

Earn 60,000 Bonus Points + \$100 Companion Flight Voucher

- ✓ 3x Points on Eligible Spirit Purchases
- ✓ 2x points on eligible dining and grocery store purchases

Limited Time Offer



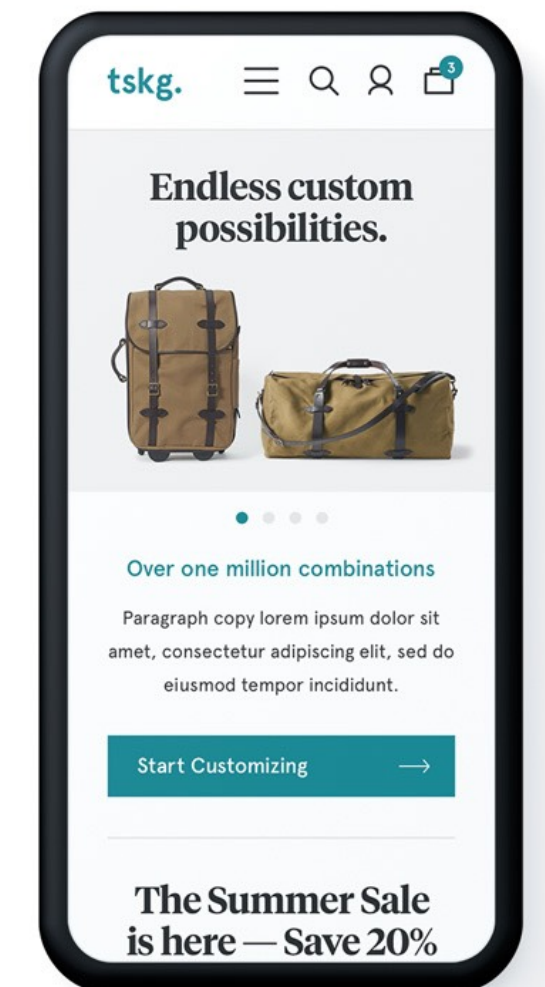
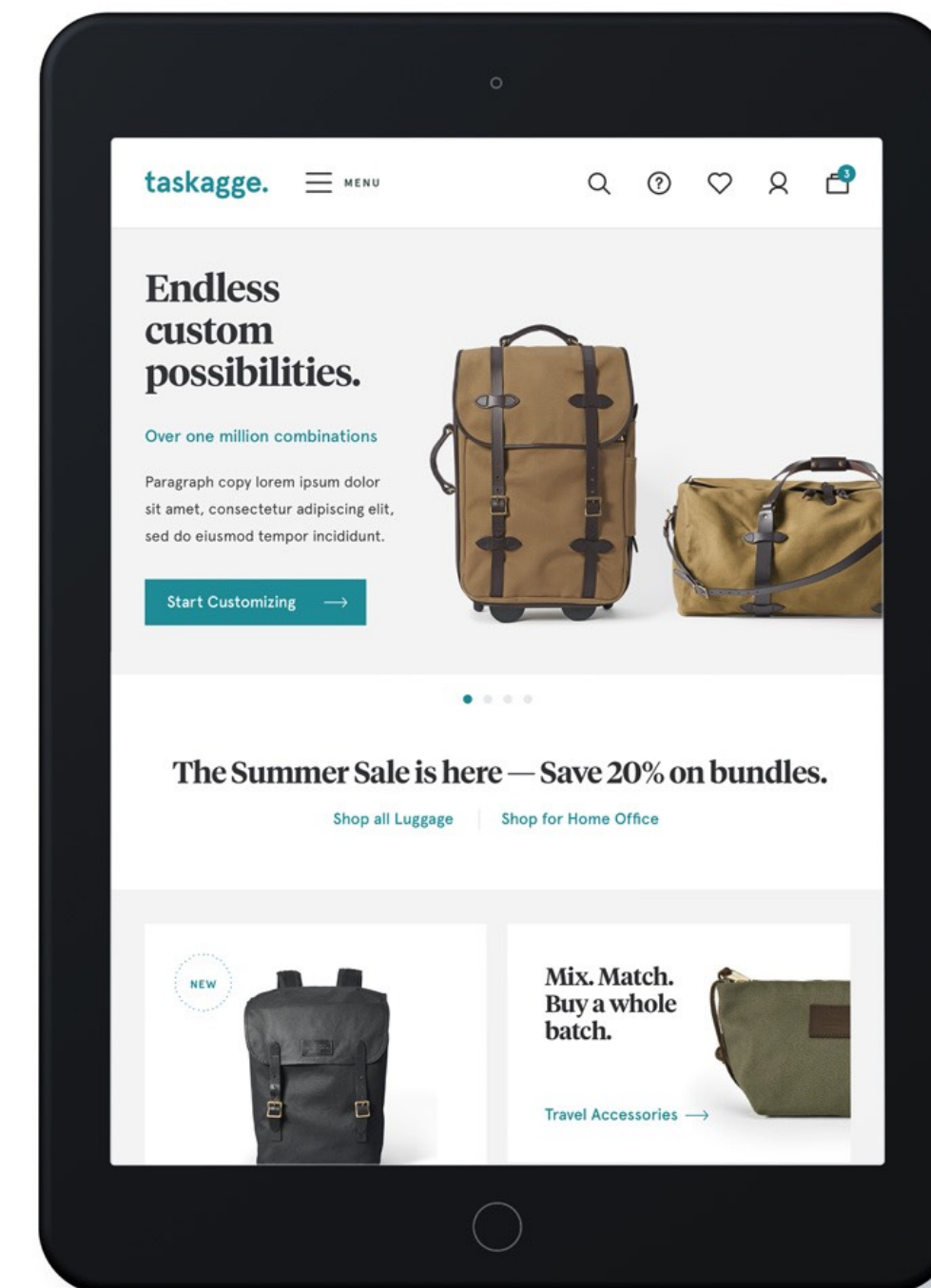
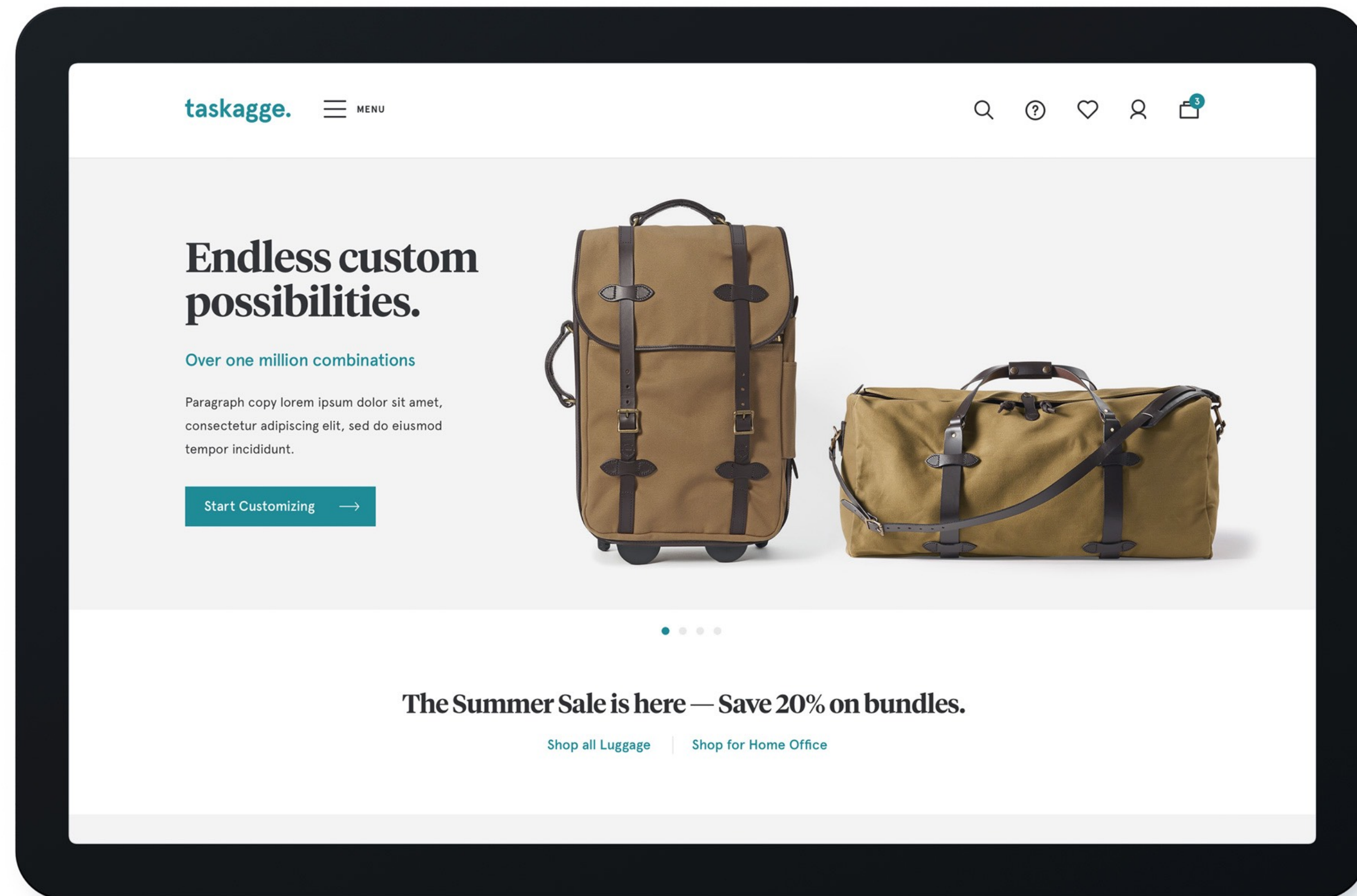
free spirit

Exemplis

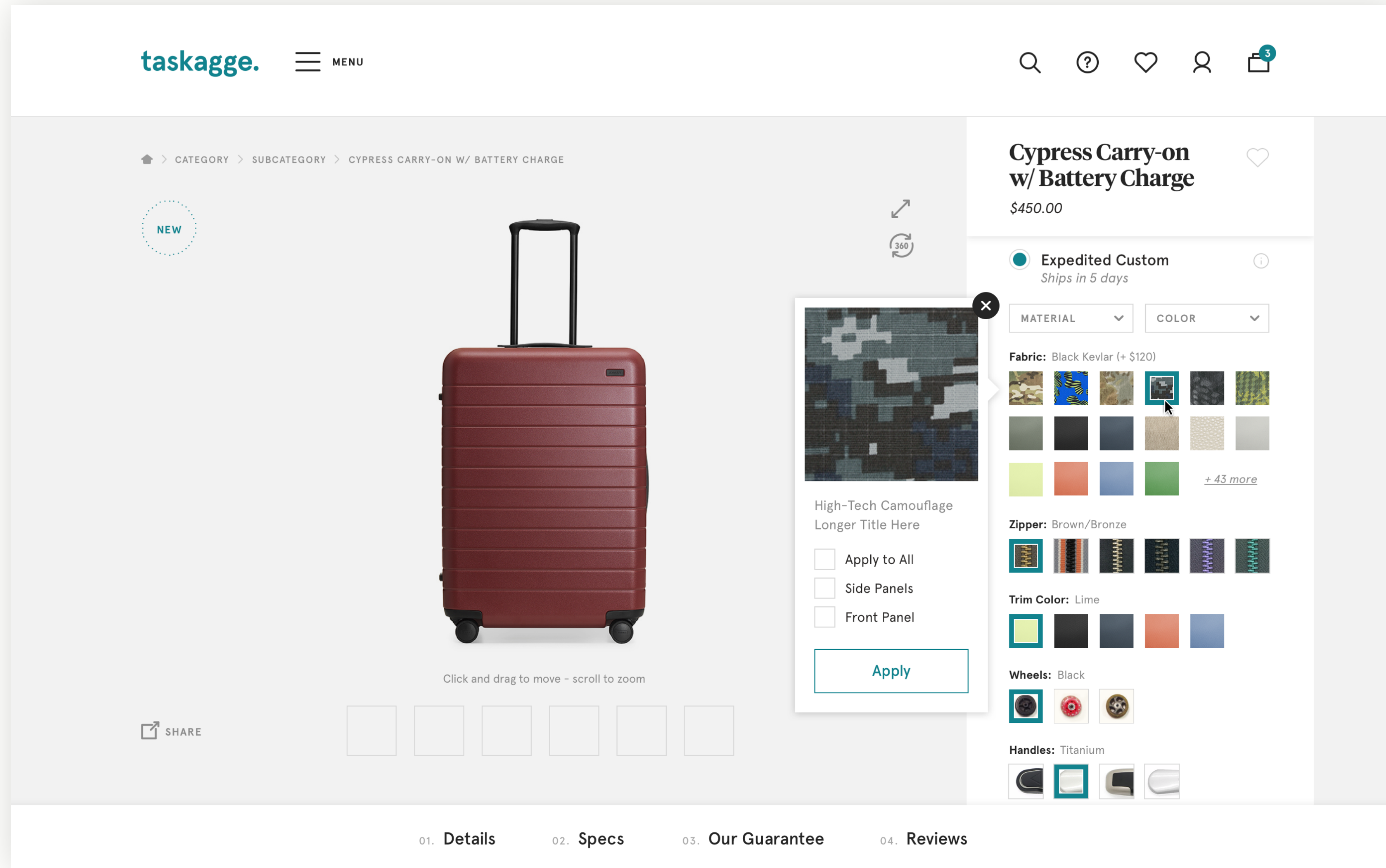
Role: Solo Designer UI & UX

Responsive Web



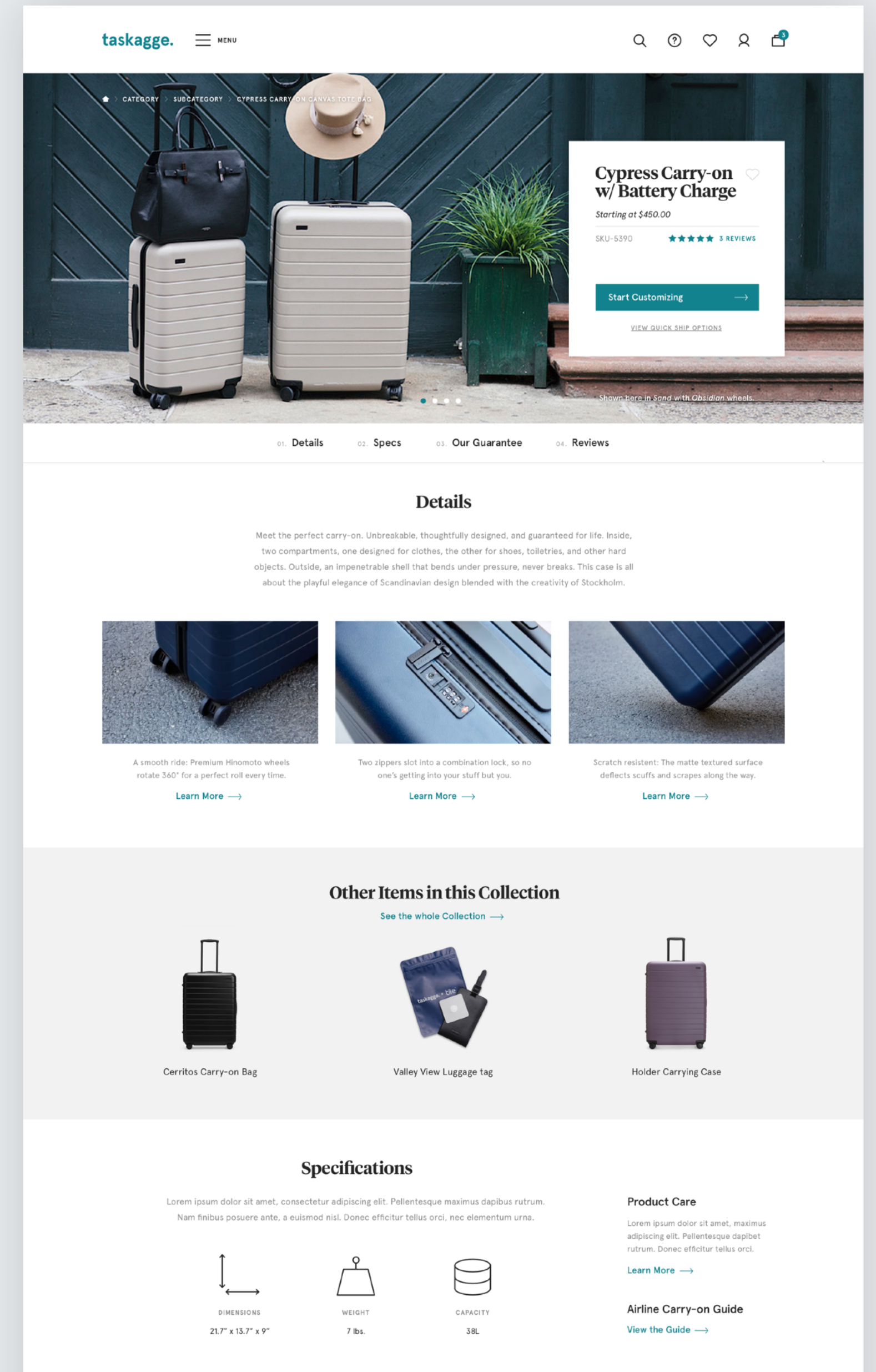
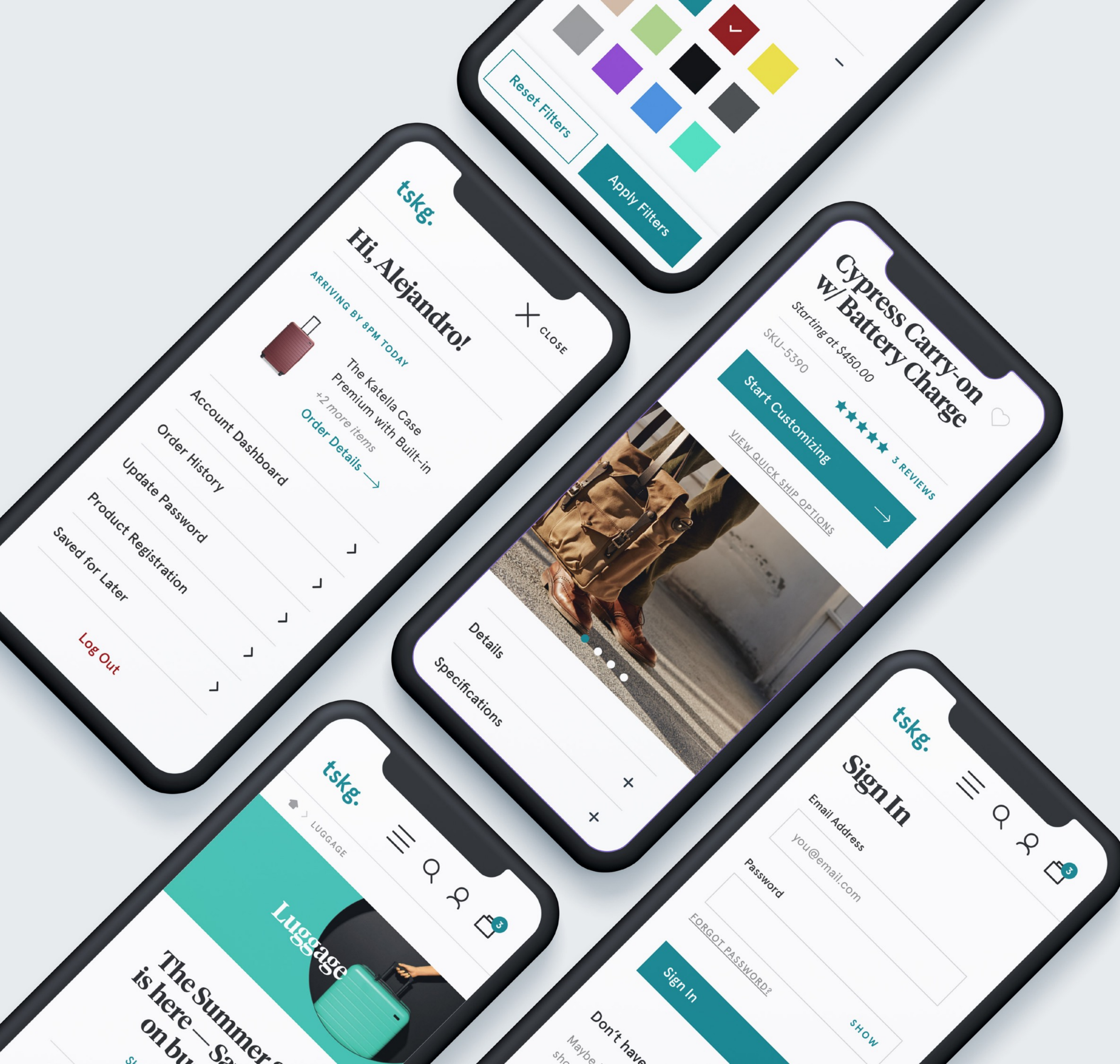


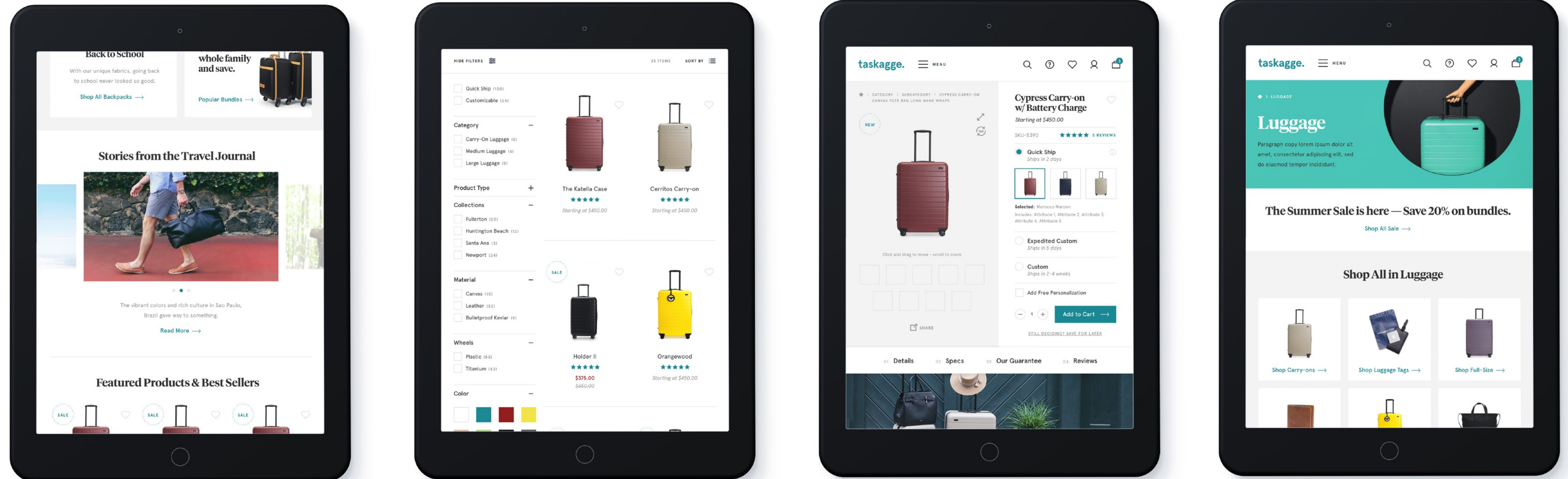
Exemplis came to me with a unique challenge: build a website without a brand, without a name, and without a product. 🤯



Potentially selling either luggage, home office furniture (or both!) — my designs had to be neutral enough to accept either product.

What they did know is that whichever product direction was chosen, it would be highly customizable, so the configurator was key.





I spent many weeks on-site at their headquarters in Los Angeles working hand-in-hand with their teams to quickly turn around a complete solution including all shopping pages through to checkout.

Culture Book

Role: Solo Designer

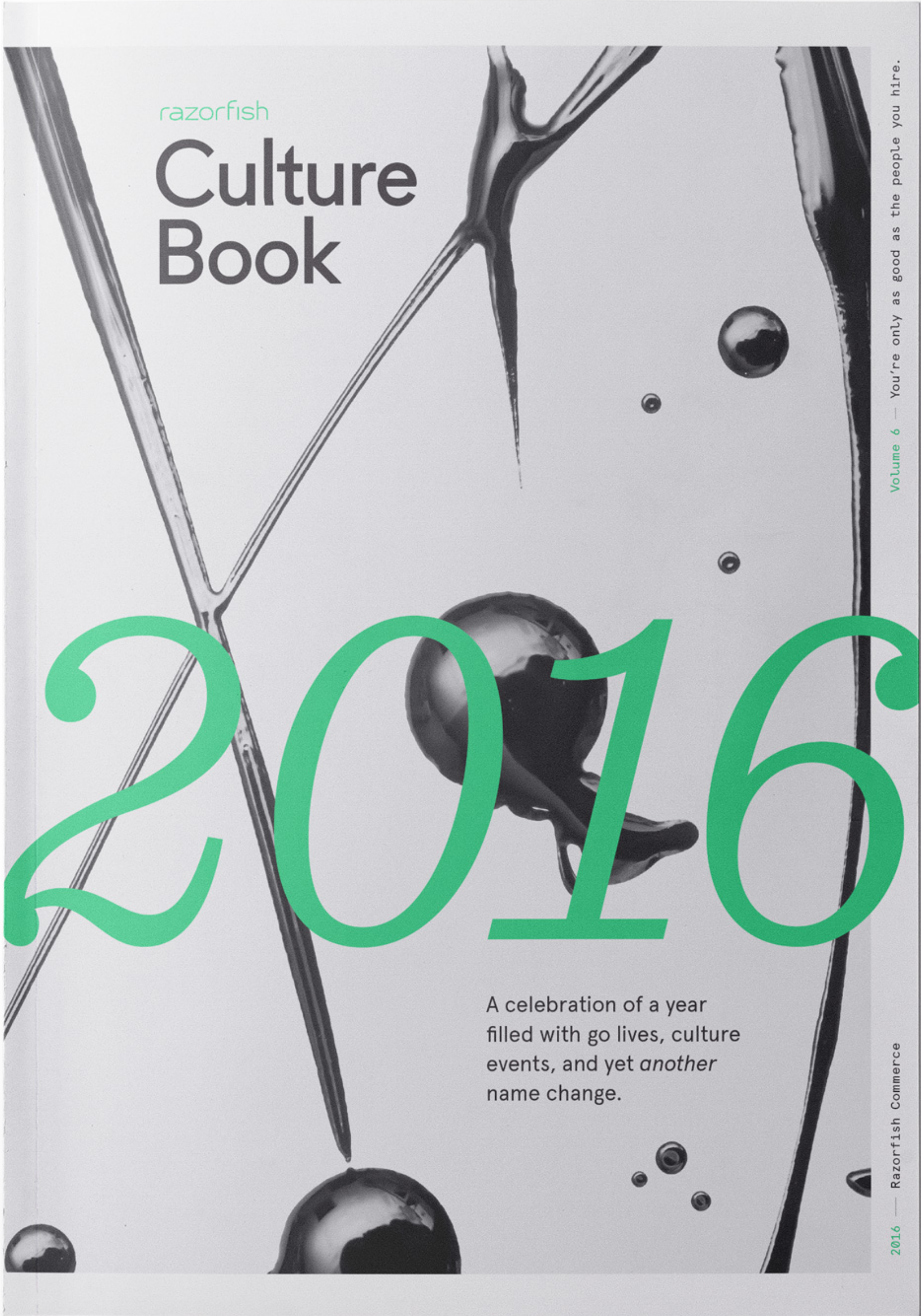
Print & Graphic Design

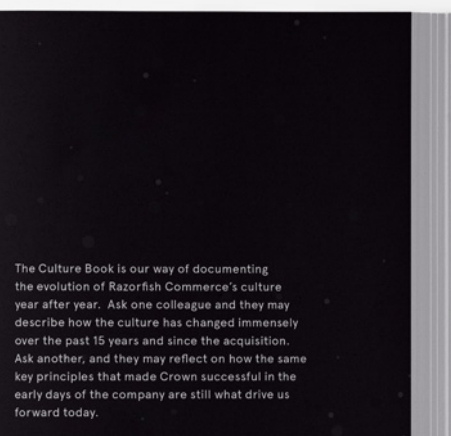
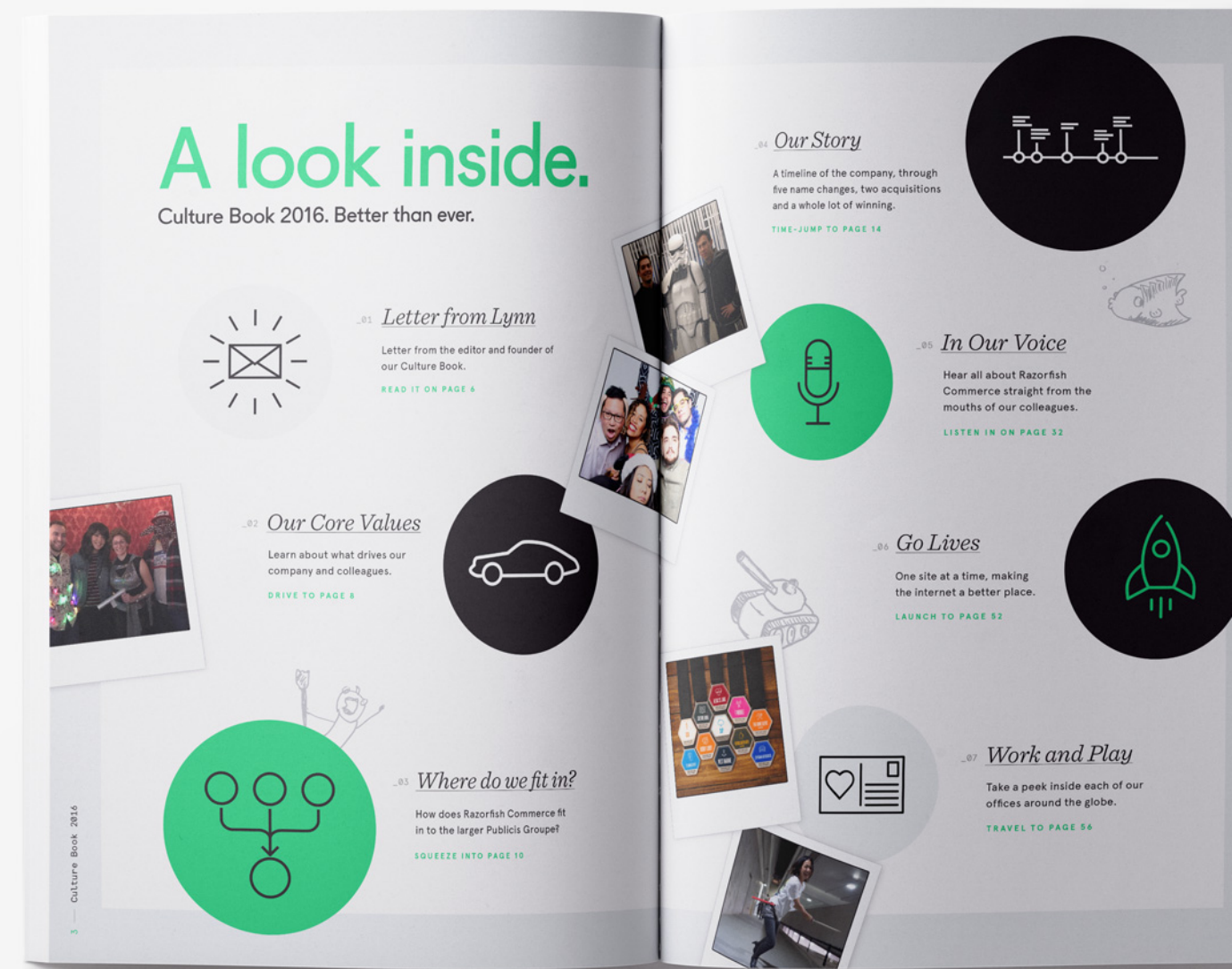


Each year, we collect data and submissions from our colleagues across the globe — from New York to X'ian — and assemble the Culture Book.

We capture it all, from the noises heard on conference calls to photos from the year-round events in all our offices.

These books are printed as keepsakes for every employee and are widely distributed as a recruiting tool at conferences and events.

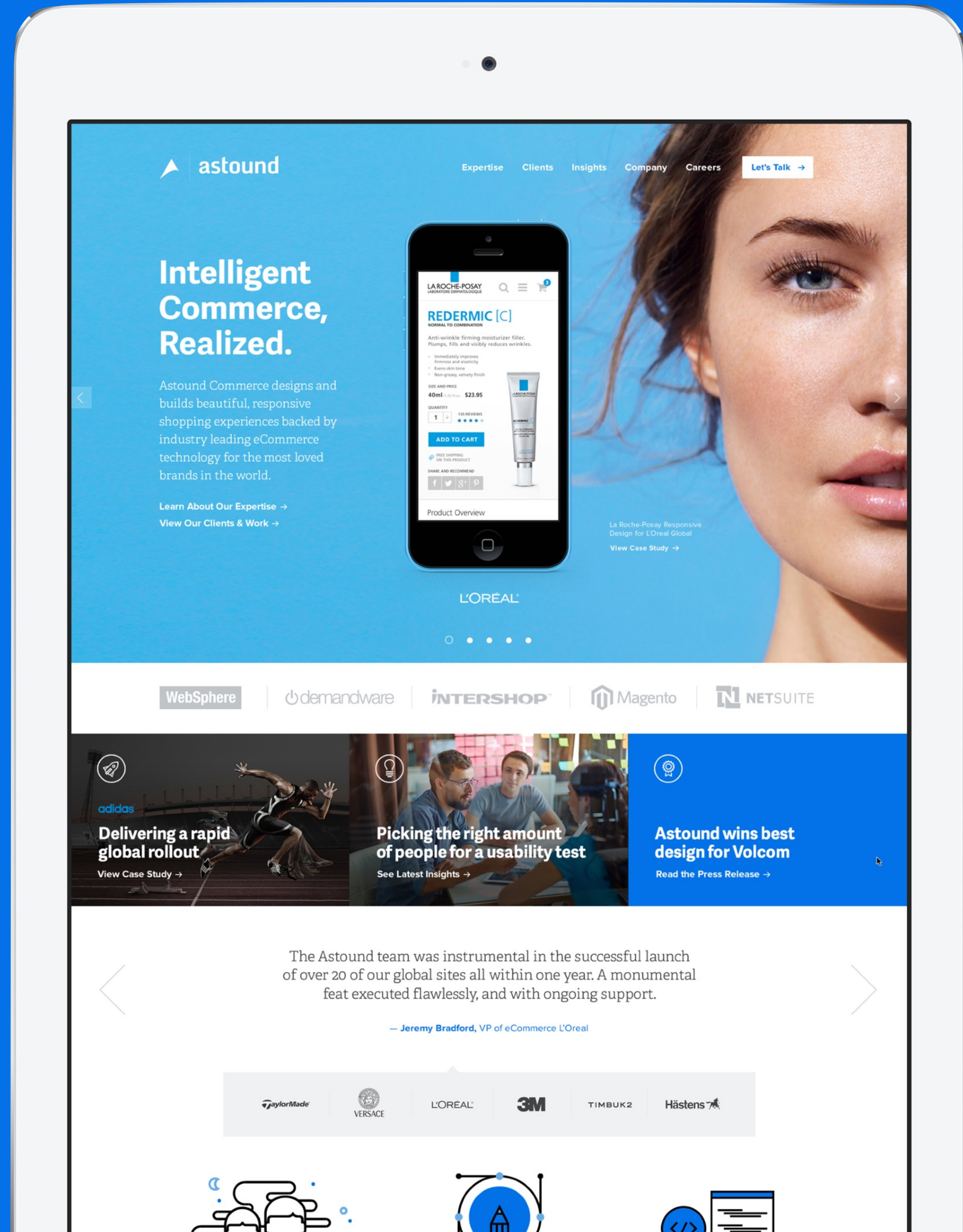




Astound Rebranding

Role: Solo Designer

Astound Commerce
Branding / Website / Collateral



While at Astound, in addition to leading our eCommerce Design team I redesigned our logo, full branding system, marketing collateral and website.

I revamped all our presentation decks at the same time with a new set of over 250 new slide designs to match the new brand.

A printed brand book was also designed and sent to all offices for guidance on all branded materials.



03

Dividing Slides

This would be subtext if additionally necessary or can be left out.

Presentation Opening Slide with Header

Lorem Ipsum Dolor Sub

January 10, 2015

Global Leader in eCommerce Solutions with Scale & Depth

150+

Online stores launched from 2012-2014

500+

Professionals exclusively focused on eCommerce

1999

Working with the world's leading brands since 1999

Pyramid Framework

CLIENT

Value Proposition

Business Partnership

Lorem

Business Value Prop

Standard Operating Procedures

Franchise Selection

Fees & Charges

Market Localization Strategy

Purchasing & Supply Chain

Human Resources

Culture & Values

Risk Management

R&D

Channel & Partner Development

Pre-opening Support

IT Systems

Brand, Sales & Marketing

Fully Documented Business System

Economics

Business Support

FRANCHISOR

FRANCHISEE

Structure Ipsum

Holding

Delivery organizations: 100% owned.

One

Two

Three

Main

GmbH

Russia

UK

China

Japan

Korea

TBD

Holdings:

Investment round will come-in on this level.

The lorem ipsum is 100% owned by the Holding.

Lorem Ipsum Dolor:

This is following the "lorem" structure with [X%] owned by Holding, [100-X%] is distributed among executive staff and region-specific actors in which they helo.

Product Matrix

	ACCOUNTABLE FULL AUTHORITY	ACCOUNTABLE PARTIAL AUTHORITY	NOT ACCOUNTABLE FULL AUTHORITY	NOT ACCOUNTABLE PARTIAL AUTHORITY	NOT ACCOUNTABLE NO AUTHORITY
SUBSCRIPTION		10%	10%	10%	10%
ADDITIONALIZATION					
TEAM			10%	10%	
PROD ID			10%	10%	10%

Product 1

Product 2

Product 3

Product 4

Product 5

Product 6

Product 7

Preparing for a Global Rollout

30+ ipsum with, 12 other things.

North America, Europe and the rest of the world

Full spectrum of services: Creative, Consulting, Development, Support & Operations

Data Miner (CRM)

Joel Bengtsson

GOAL: Be able (with the help of the data in the DW) to build models for customer scoring, find anomalies.

PROBLEM: Missing the required information in the DW. Takes a really long time to get a change complete.

NEEDS: Full raw data on the business, transactions and events from all the operational systems.

SOLUTIONS: Fast access to the right data, customizable solution and a organization to meet the business needs.

FACTS/KPIs: Raw data from all operational systems to properly execute on objectives for the something.

j.bengtsson.ac

Support Offerings

Solution Support is the starting point for resolving all Demandware related issues.

PRODUCT SUPPORT

24/7 Support

Technical assistance with product suite

Demandware Site

Business Manager

24/7 SOLUTION SUPPORT

SUPPORT OFFERINGS

Problem Escalation and Resolution

Site Monitoring and Alerts

Site Administration and Maintenance

Troubleshooting, Analysis, Mitigation

Custom Code Development and Deployment

Lorem Breakdown Money (in \$ Billions)

This One Thing¹

Lots of Other Things²

FY10

FY11

FY12

FY13

FY10

FY11

FY12

FY13

70.4

95.3

120.4

113.1

82.8

107.1

130

118.7

174.6

92.4

119.7

91.2

This Guy

That Guy

Strong growth driven by new and expanded client base which makes sense I think.

Primary clients driving growth in the are of things where they spend stuff to make more of the stuff.

Lorem Ipsum: The Level Group

THE LEVEL GROUP E-PARTNER

ANTONY MORALES

CASADEI

galliano

WOOLRICH

VP

LN-CC

STUART WEITZMAN

GEORX

eCommerce Unique Approach – Visualize Requirements & Prototype

GATHER FEEDBACK

SHARE & INTERACT

LIGHT REQUIREMENTS GATHERED

SIMULATE

Interact and experience before you construct

Iterate Rapidly

Eliminate 60% of waste and rework



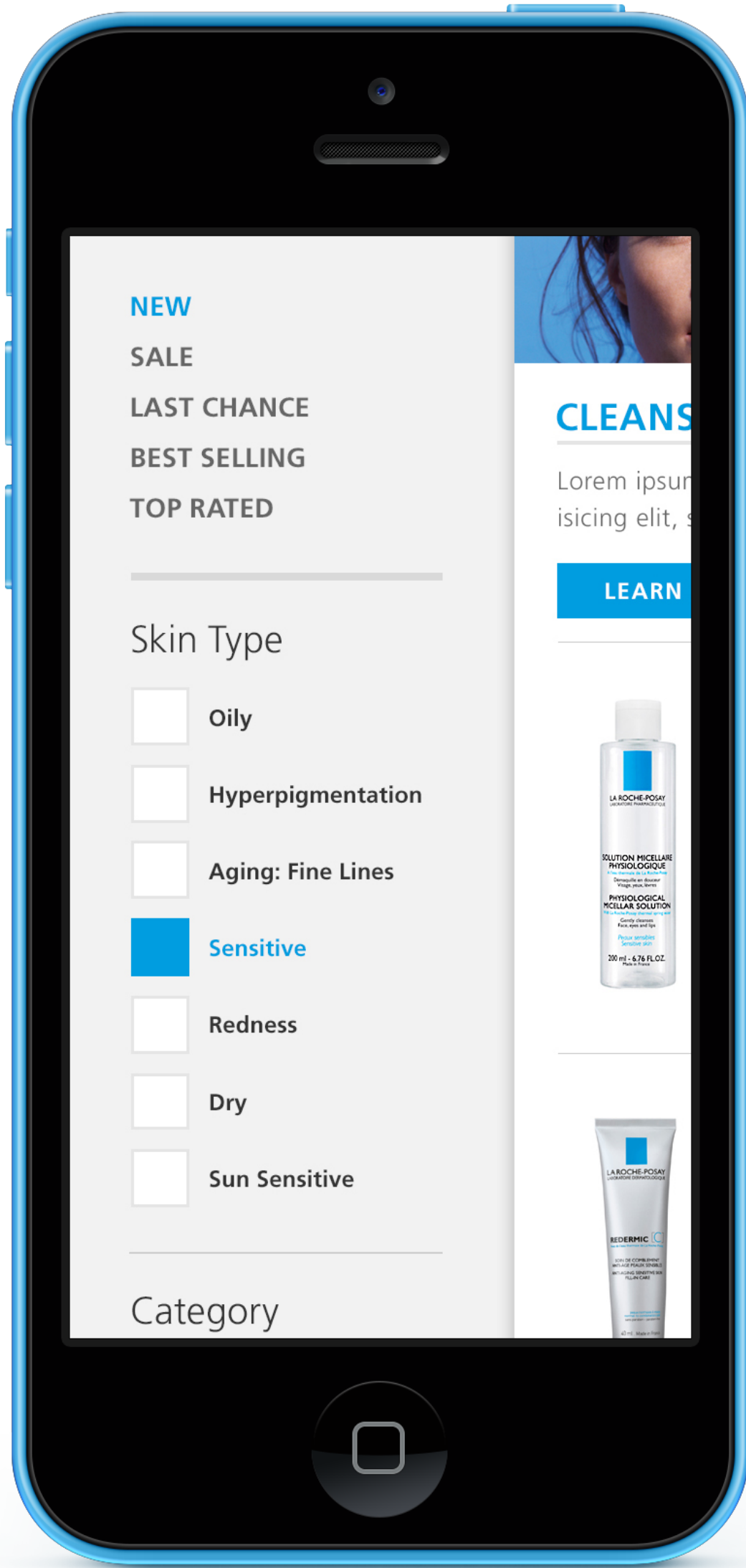
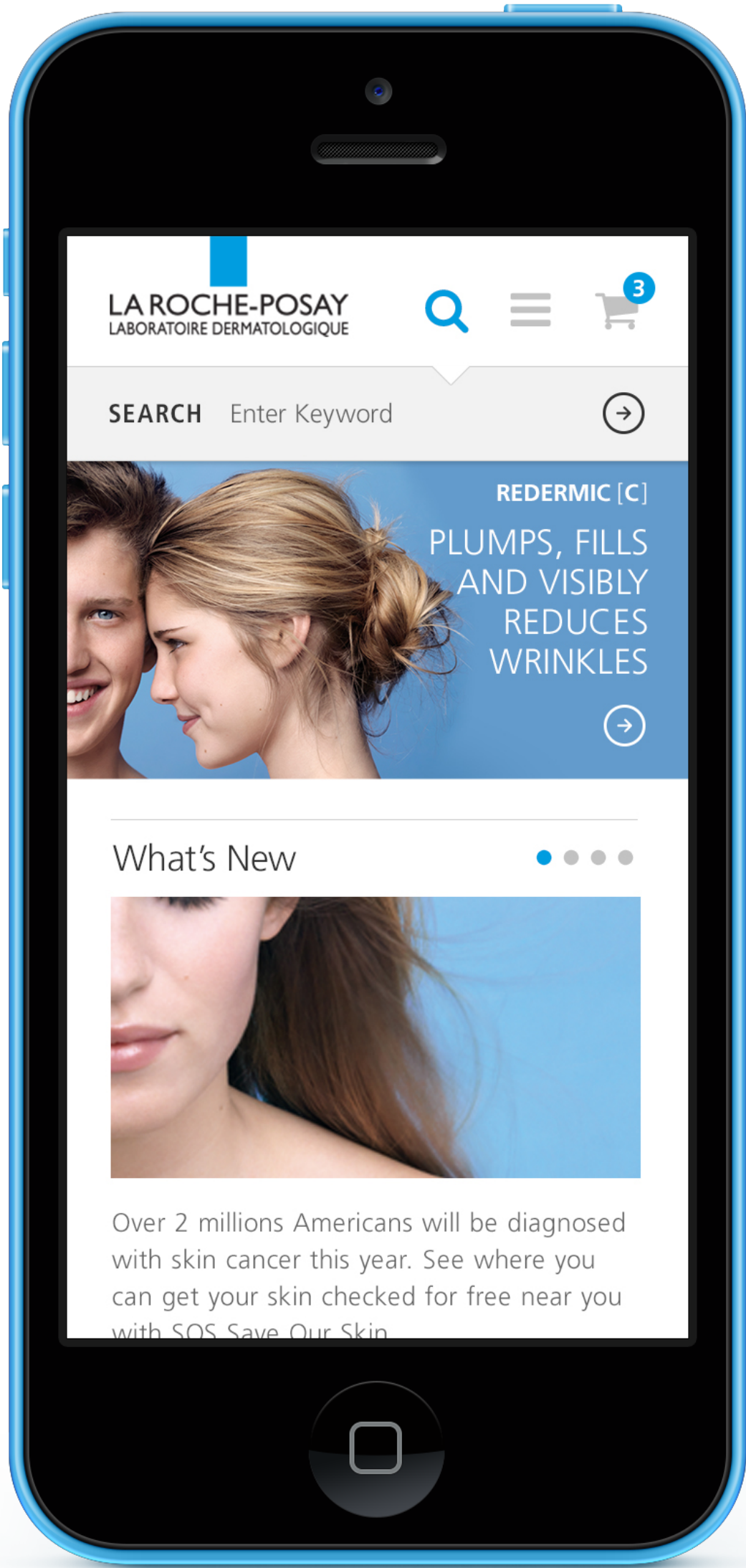
L'Oreal

Role: Lead Designer, worked with two Junior UI and one Junior UX, both offshore (Ukraine)



**La Roche-Posay
Responsive Design**



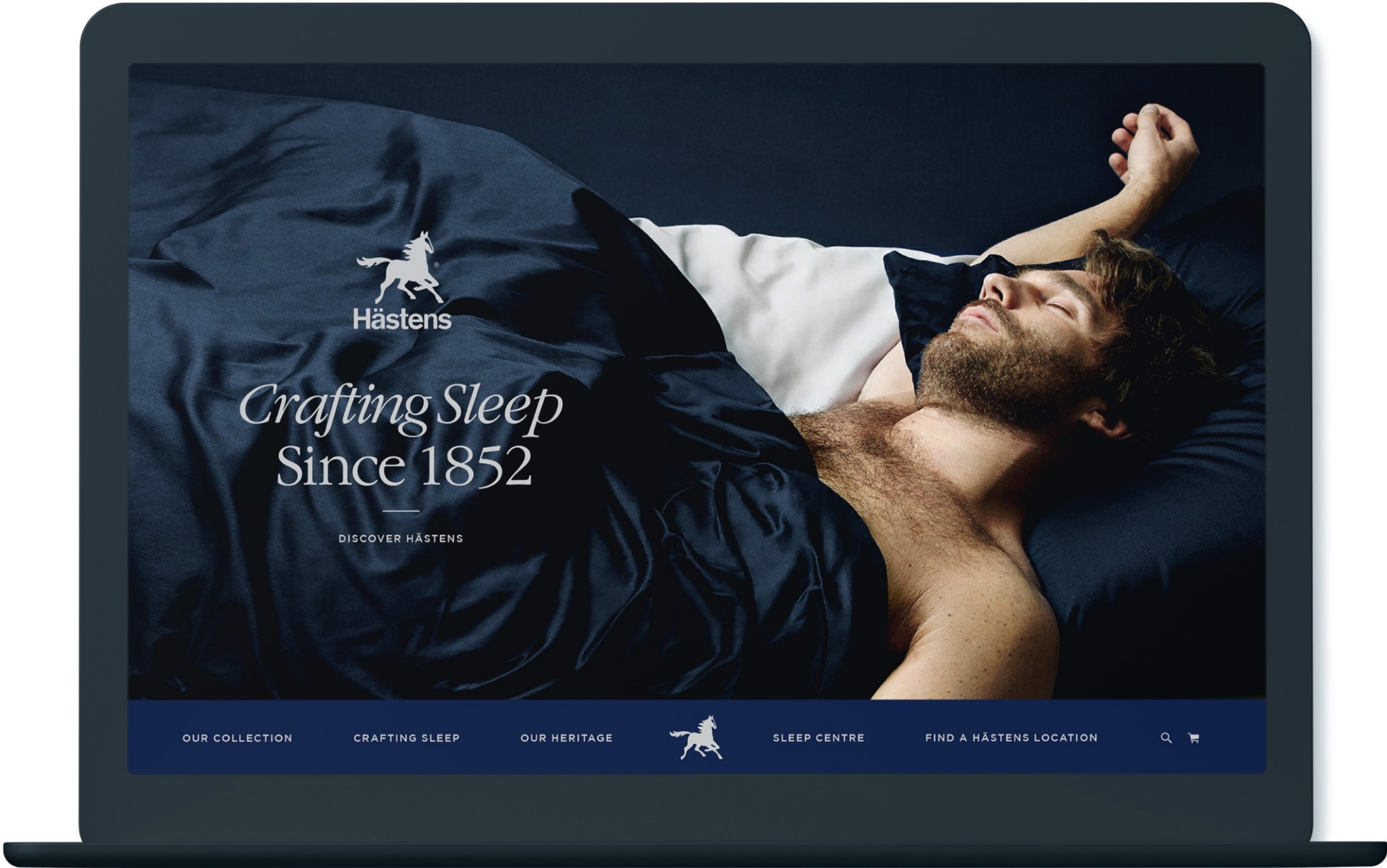
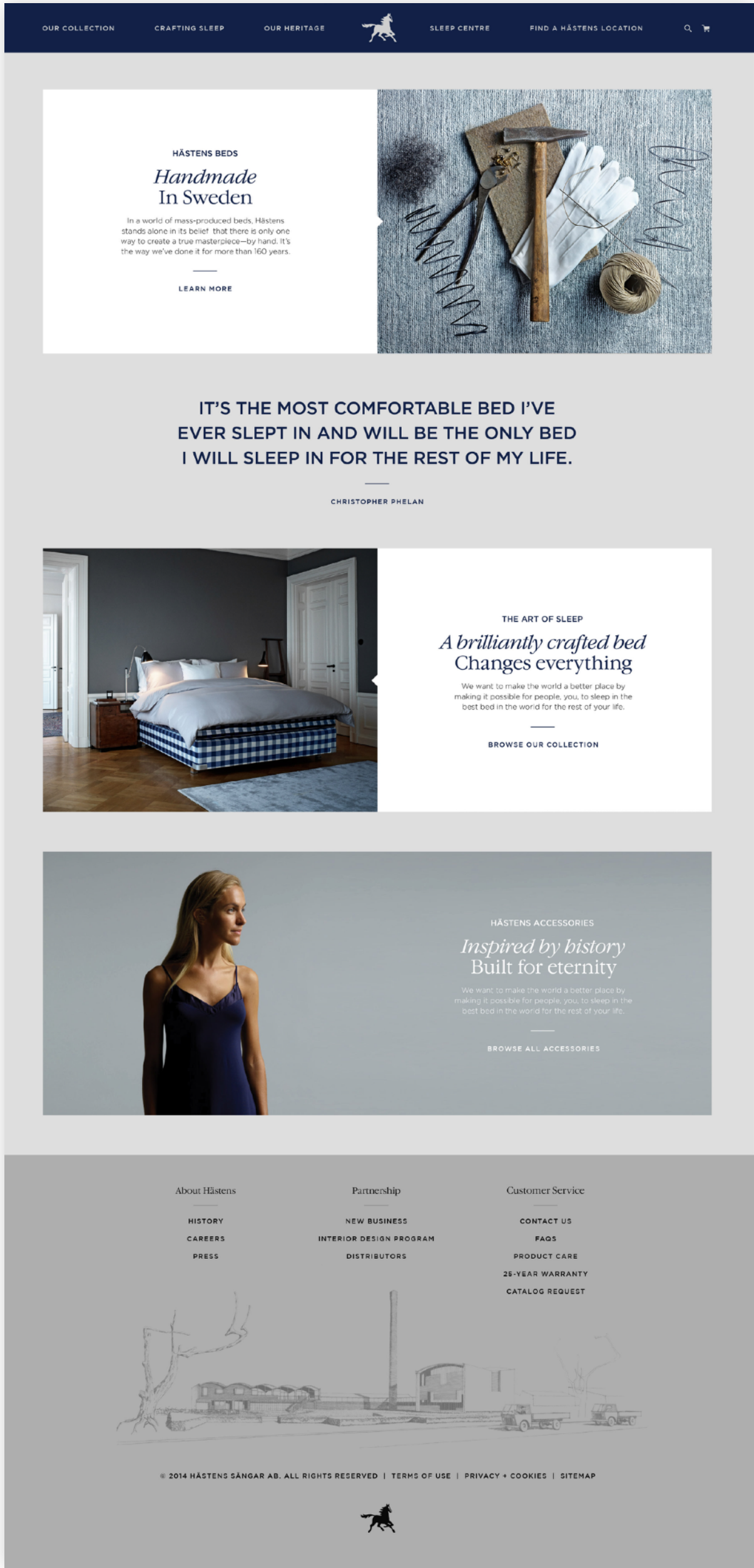


Hästens

Role: Lead Designer, worked
alongside my UX counterpart

Responsive Design



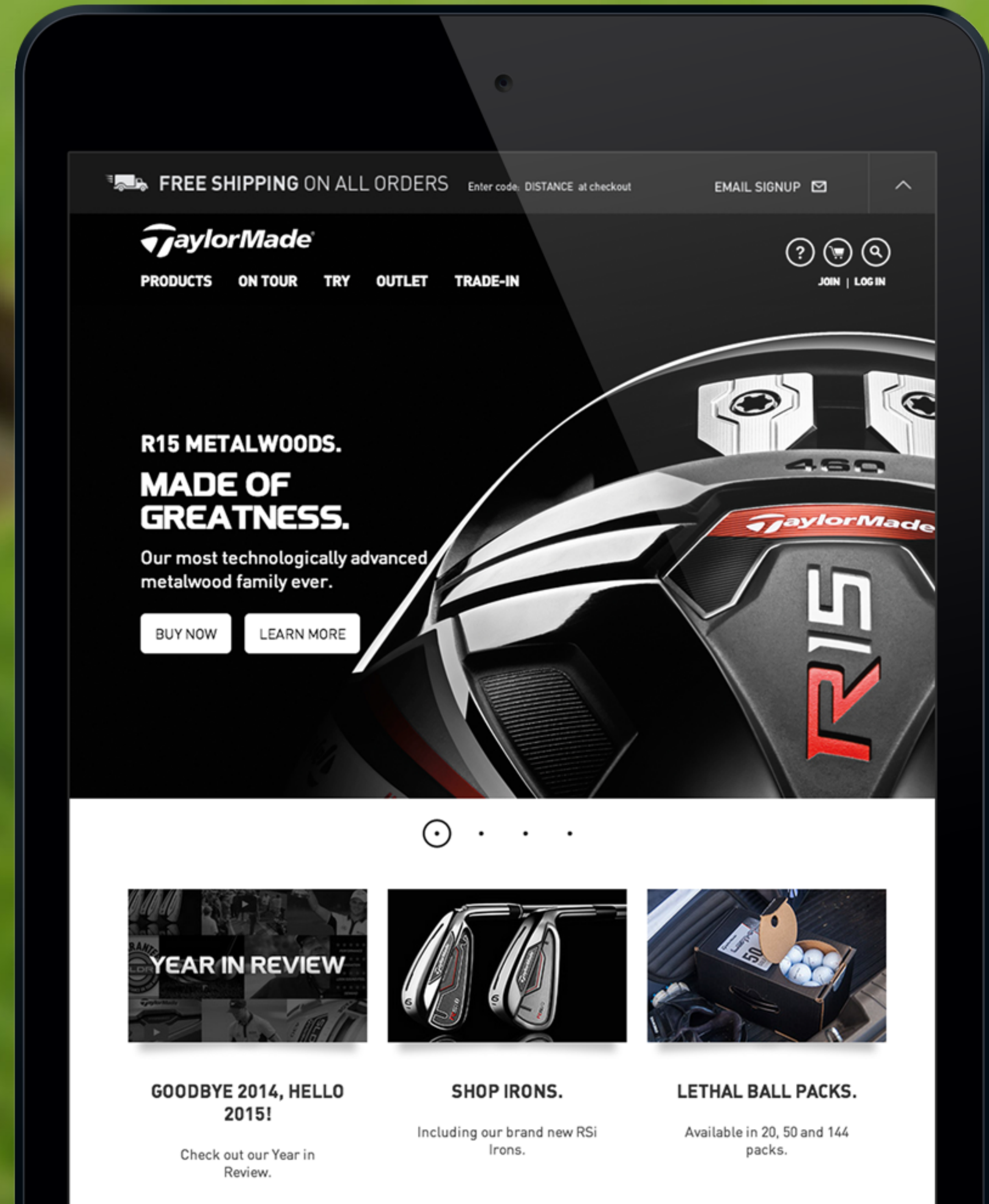


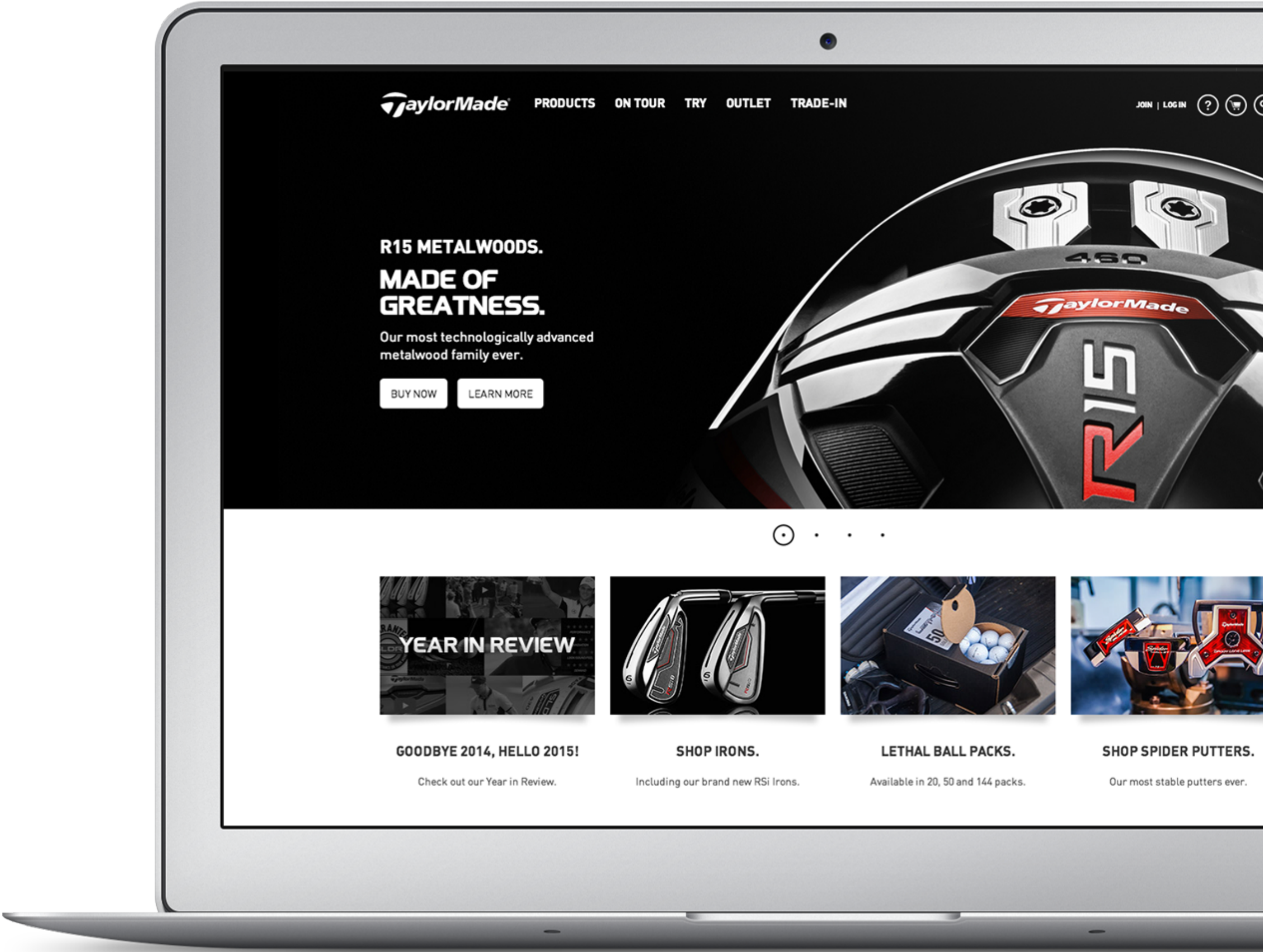
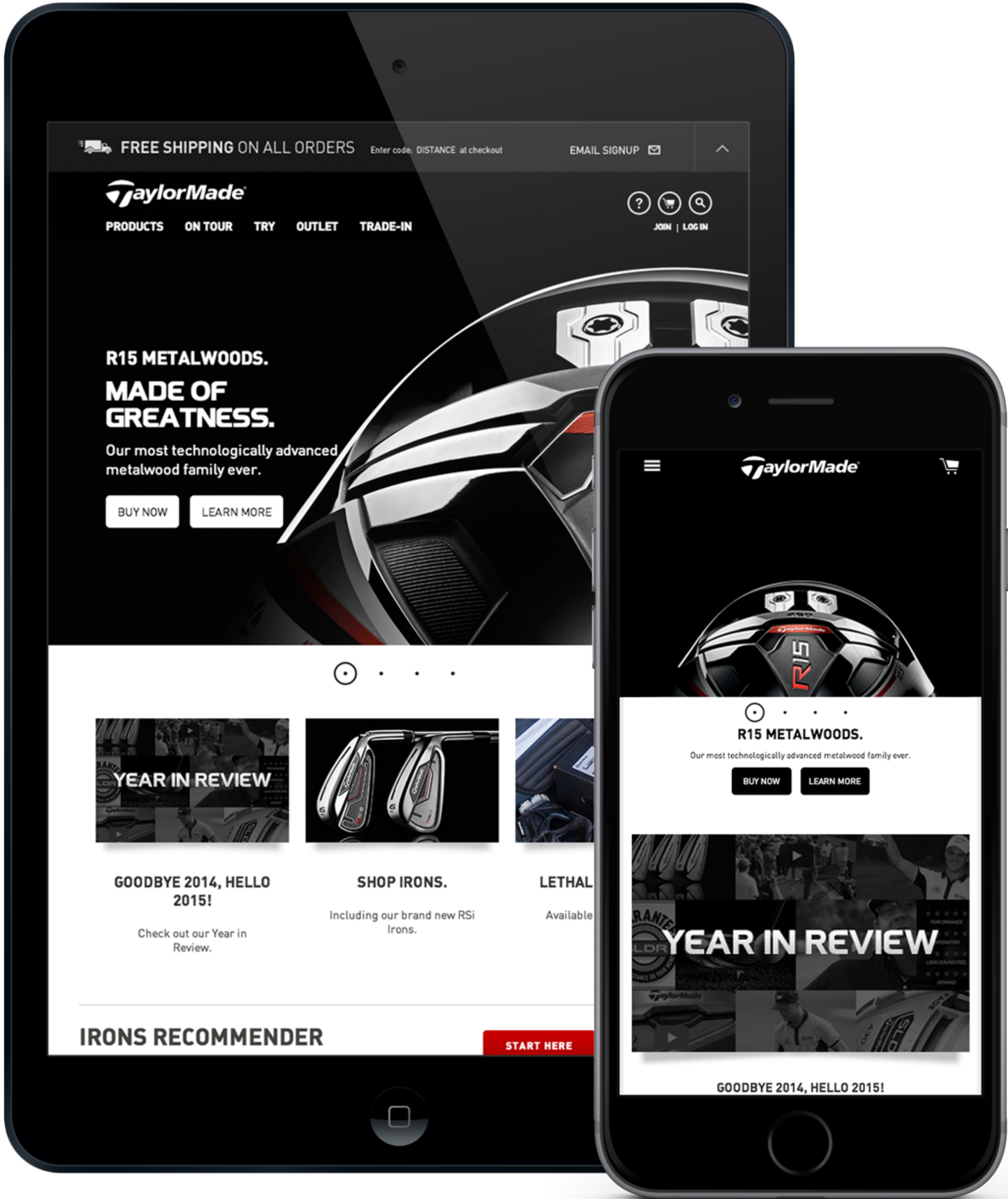
After a trip to Stockholm to visit the factory where Hästens craftsmen build their mattresses — many models exclusively by hand — I designed the first eCommerce offering for this family-owned brand.

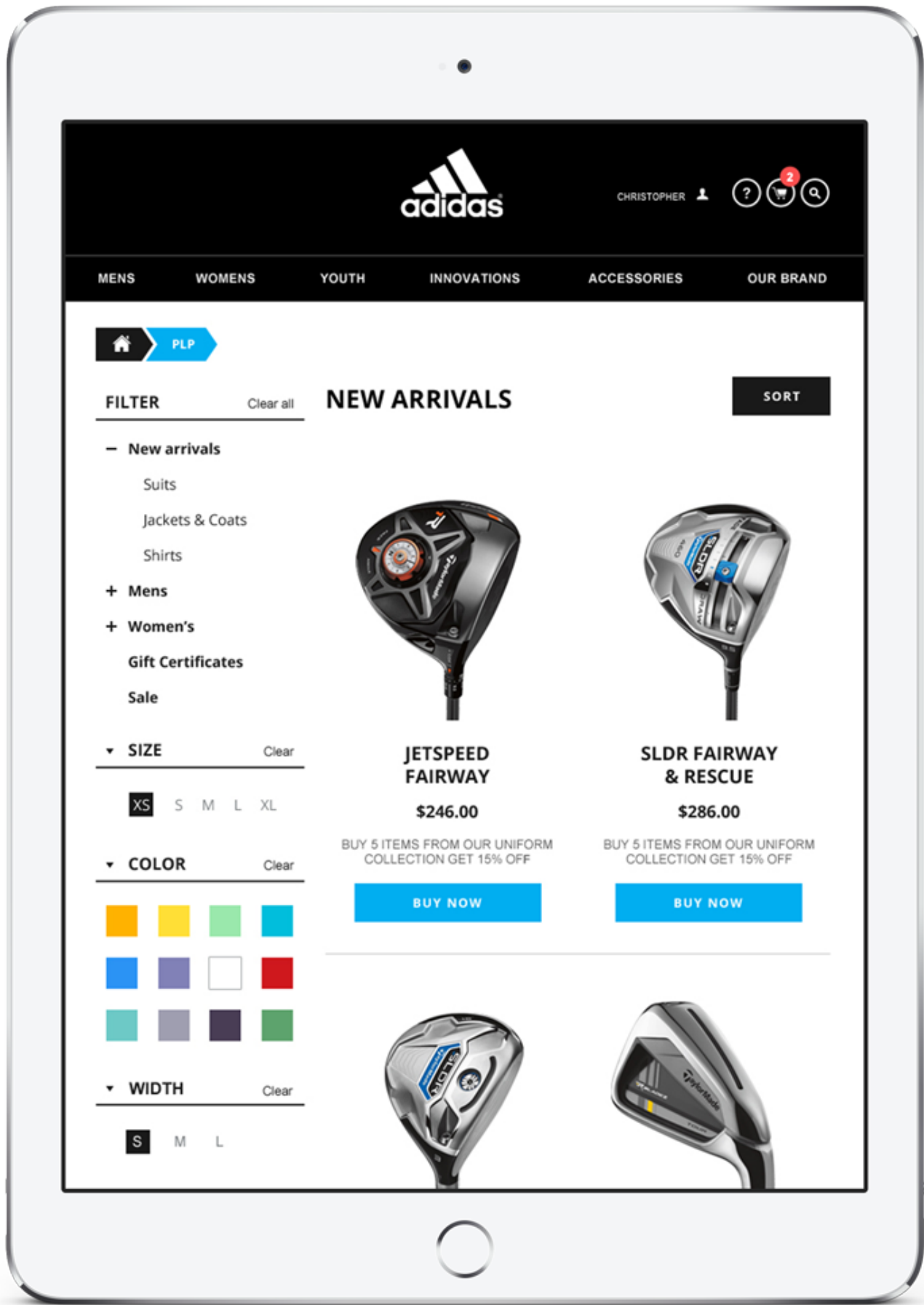
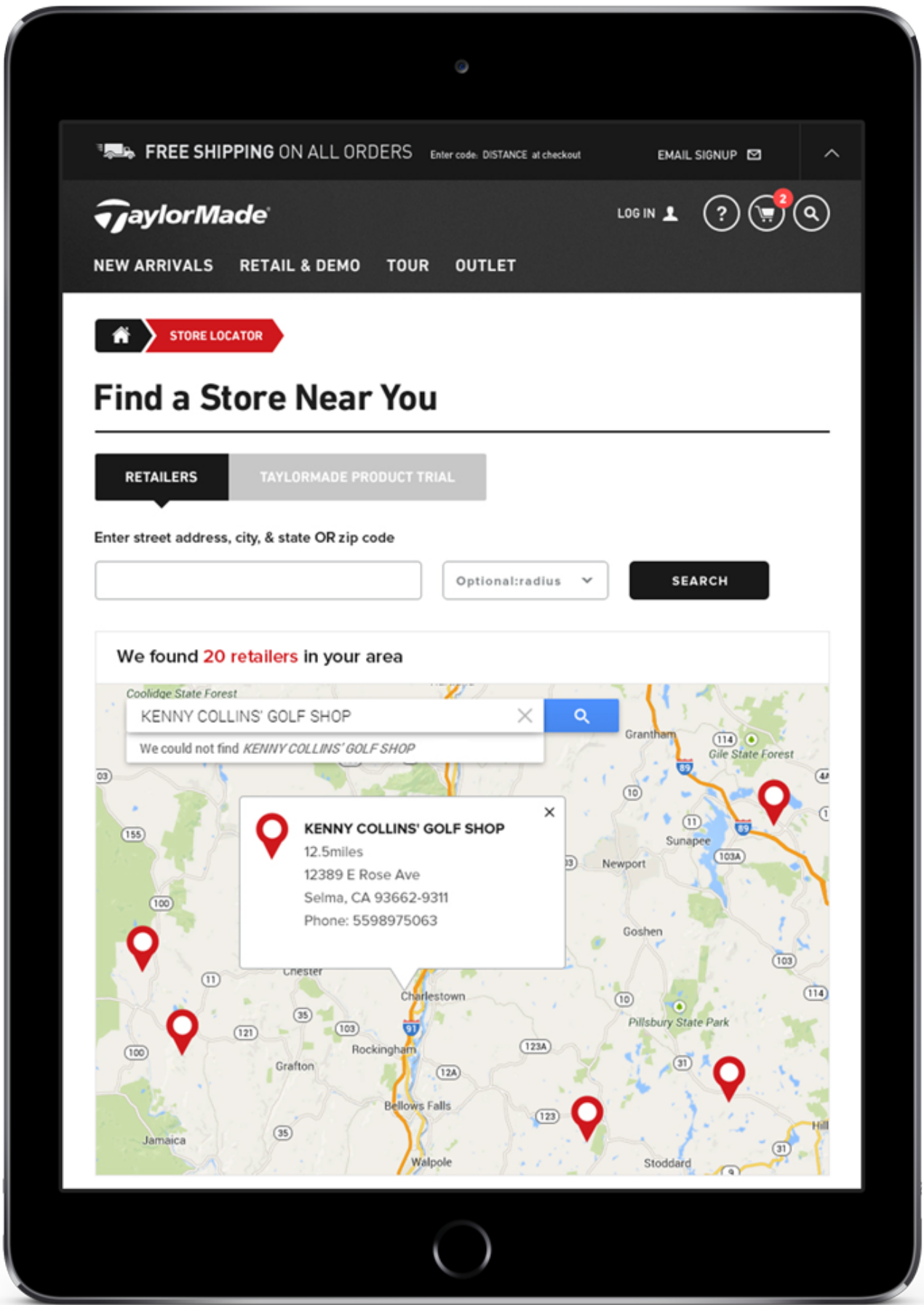
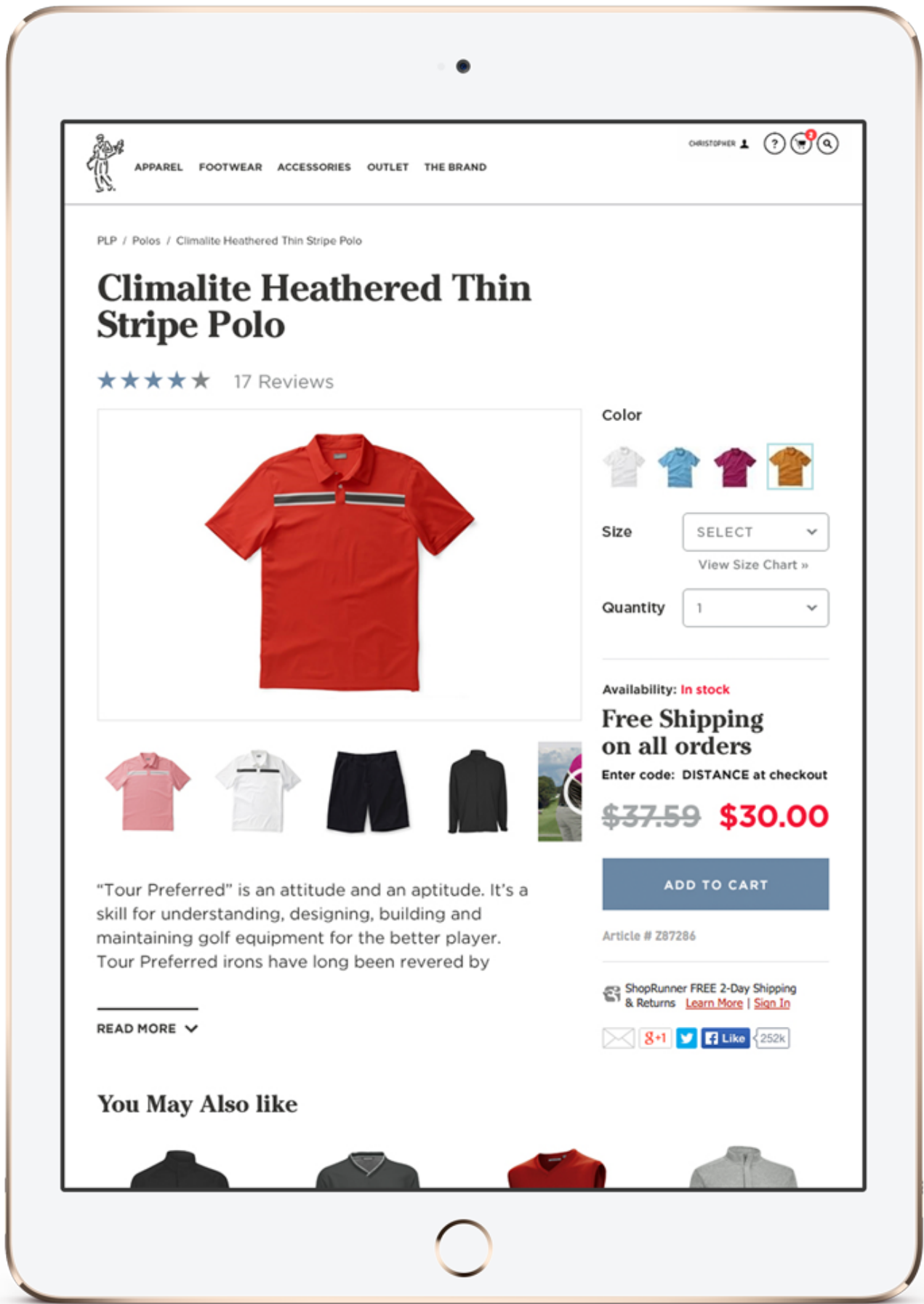
Adidas

Role: Lead Designer, worked with one Junior UI and two UX offshore designers (Ukraine)

Adidas Golf / TaylorMade / Ashworth Multi-Brand Responsive Design



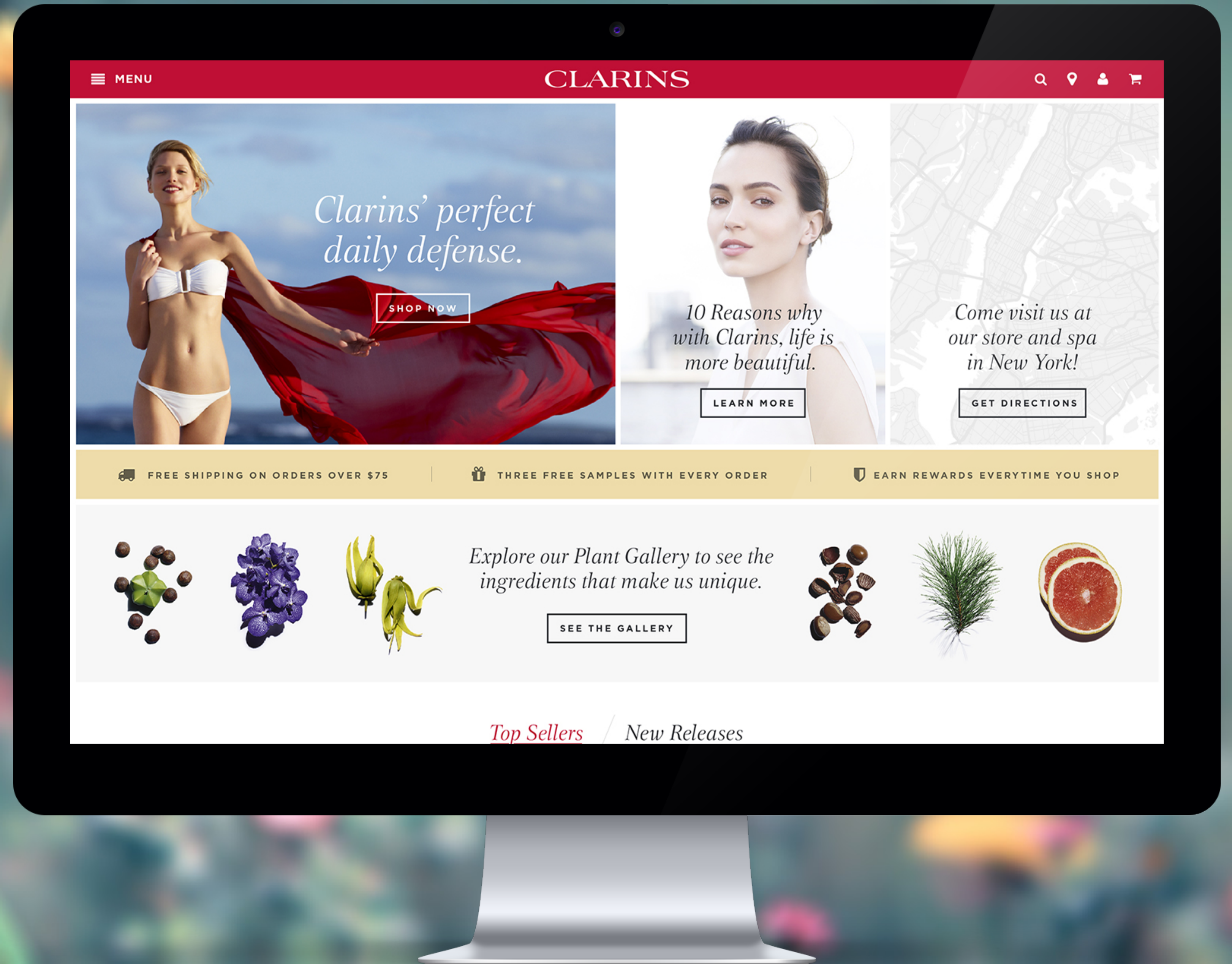


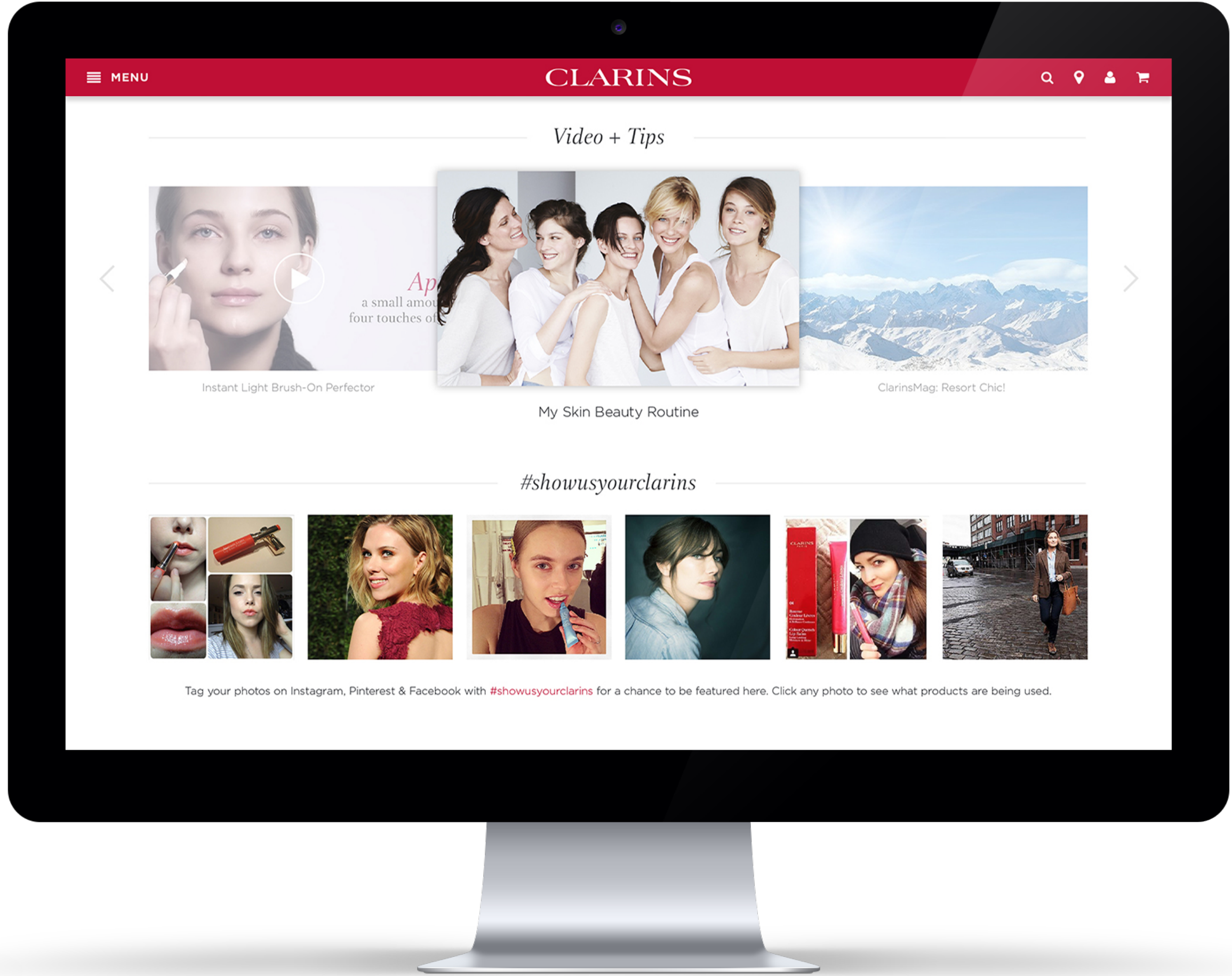
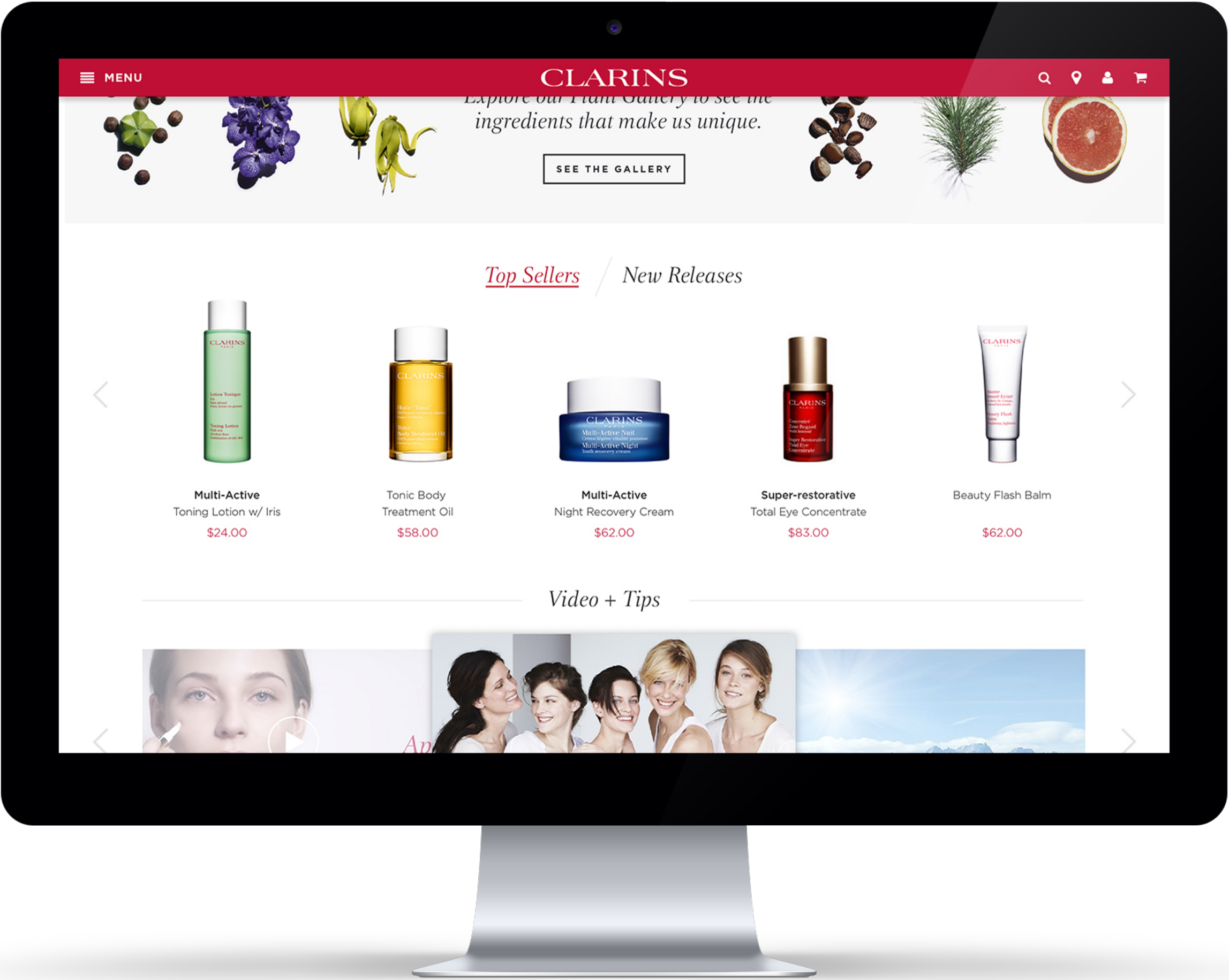


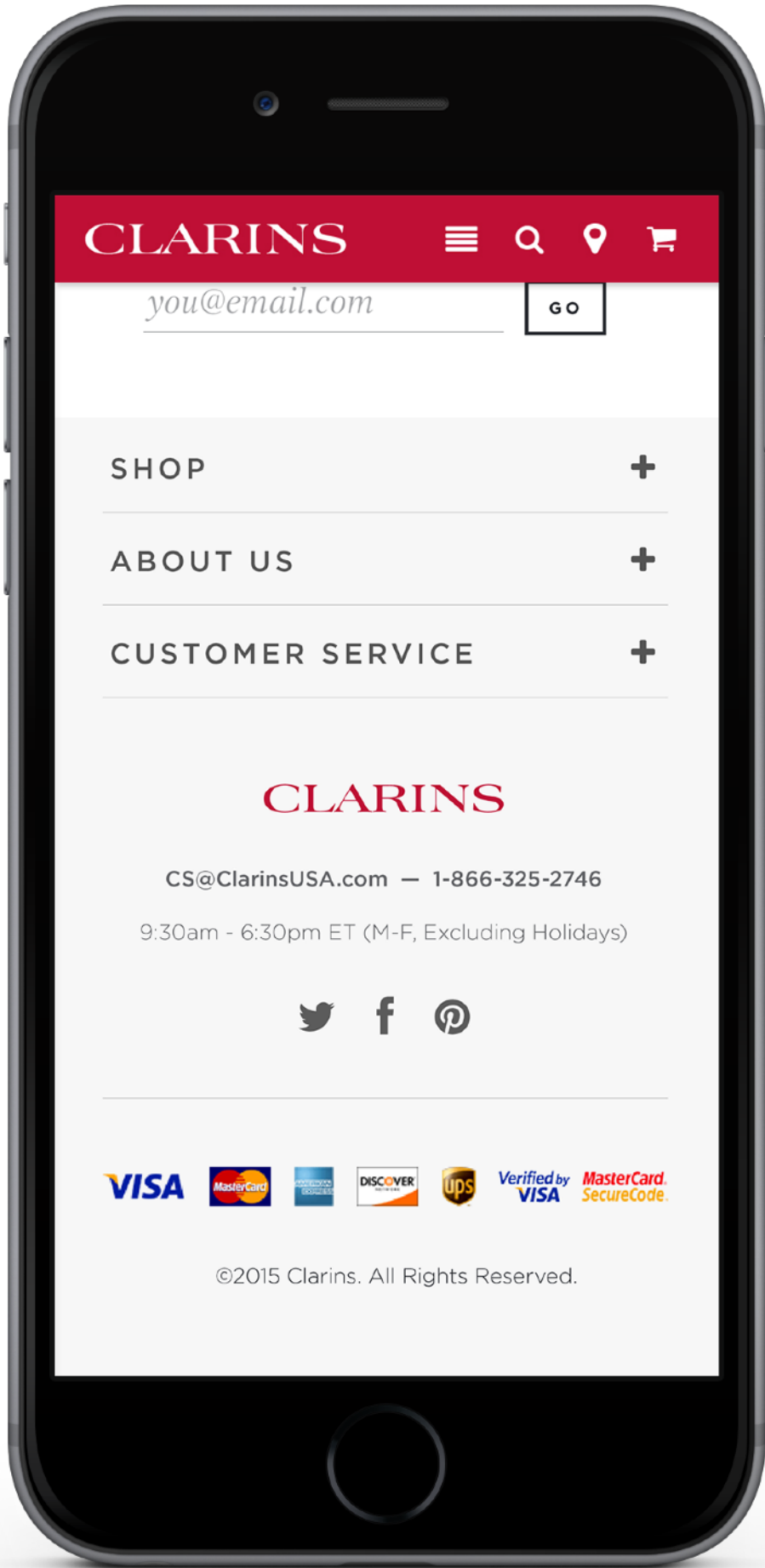
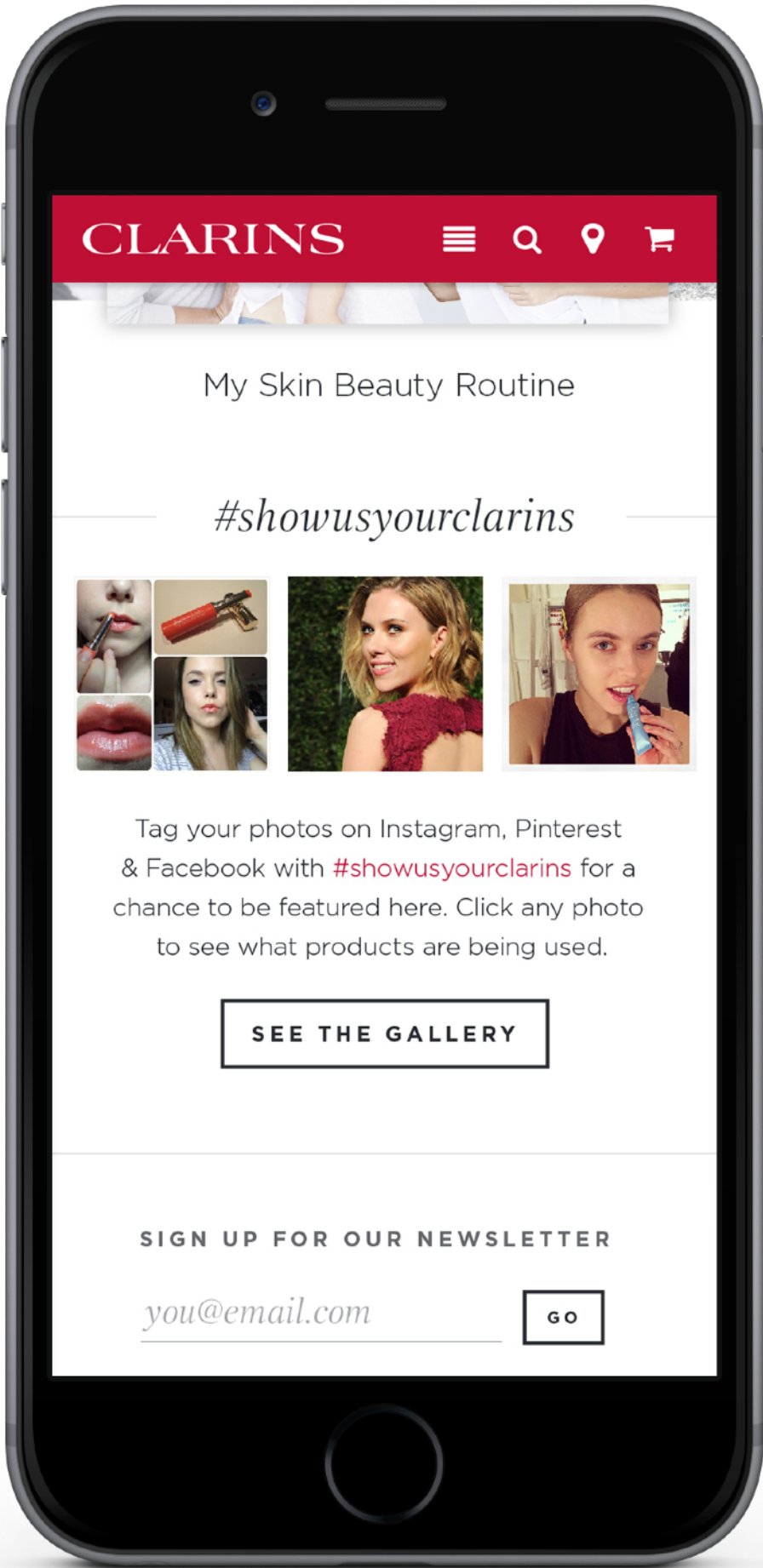
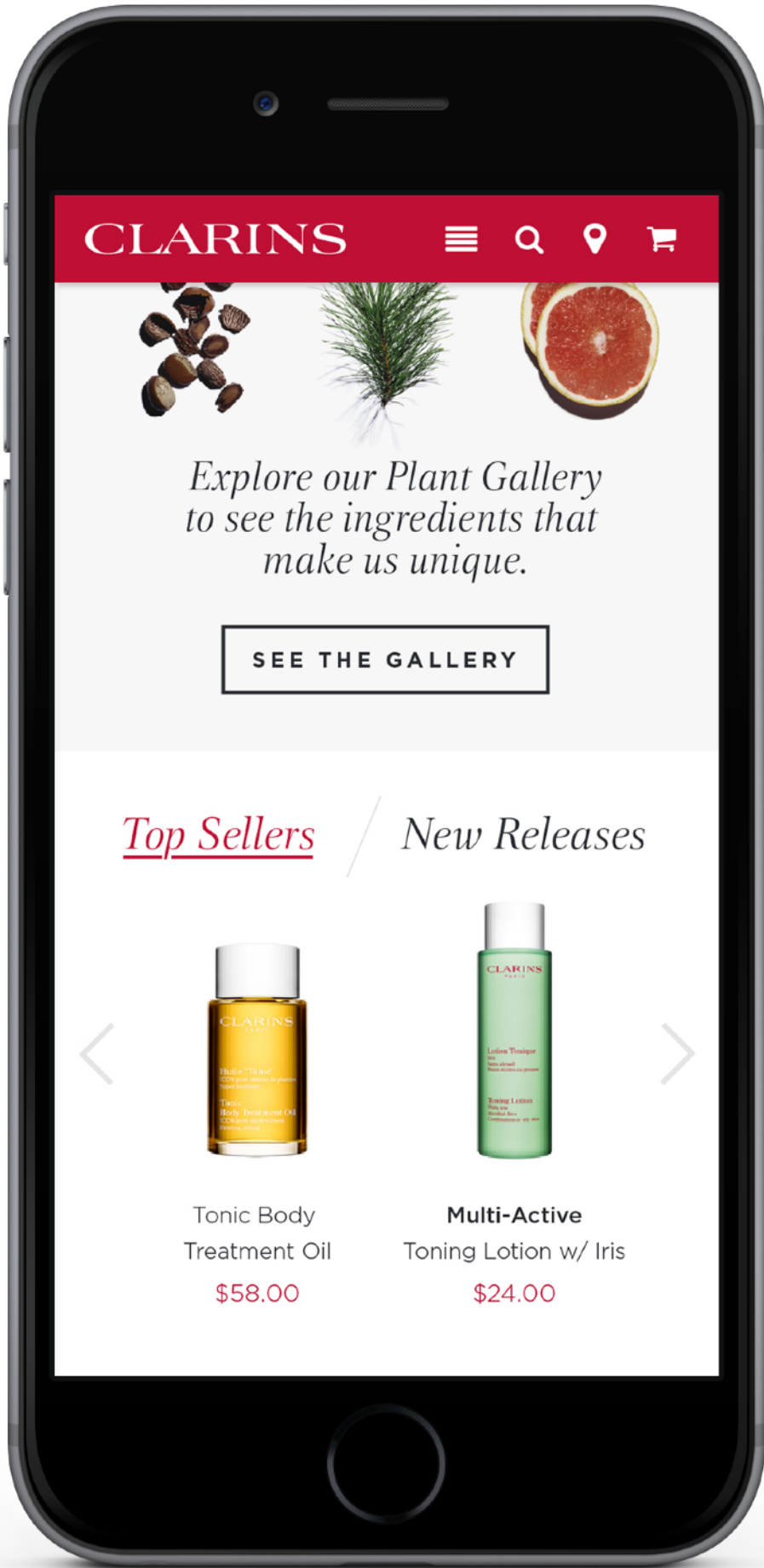
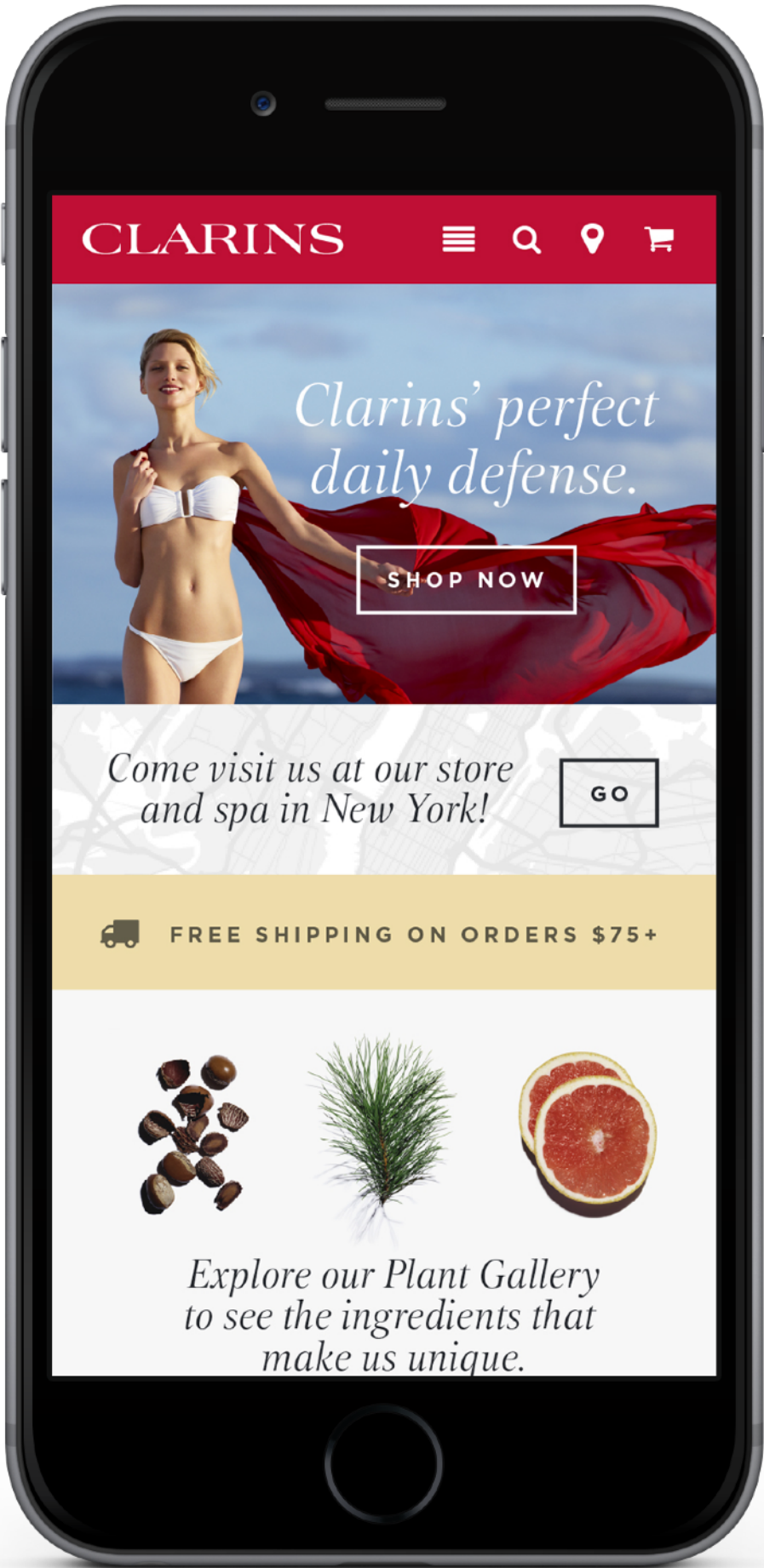
Clarins

Role: Solo Designer UI & UX

Clarins USA
Responsive Design







**Thanks for taking the time to
look through some of my work.
I hope we get the opportunity
to discuss it further in person!**

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