

# Mouhannad Tleiss

Hello I'm Mouhannad, a skilled and experienced marketing and UX/UI designer with a passion for creating compelling and seamless digital experiences for users. With a background in both marketing and design, I bring a unique perspective to the field and am able to bridge the gap between business goals and user needs.

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## EXPERIENCE

### Freelancer — Marketing & Ecommerce Specialist

Feb 2020 - Present

My main mission is to take your business to the next level, by helping you find the best way to boost your products, find the fit market and target the appropriate audience, through analytics, market research and more.

### Figma, MENA Region — Friends of Figma organizer

Apr 2021 - Present

Organizers of Friends of Figma are passionate leaders in their community who are dedicated to helping others learn and connect. FOF organizers plan and host meetup events on a wide range of technical topics typically on a monthly basis in a location near them..

## EDUCATION

### Google via Coursera, WorldWide — Google UX Design Specialization

January 2023

### Meta via Coursera, WorldWide — Meta Social Media Marketing Specialization

October 2022

### Google via Coursera, WorldWide — Digital Marketing & E-commerce

May 2022

### Rawdat El-Fayhaa , Lebanon — Lebanese Baccalaureate

## Soft Skills

- Communication Skills
- Critical thinking
- Creativity
- Empathy
- Out of box thinking
- Public Speaking
- Team Work

## UI/UX industry skills

- Research and analytics
- User research and usability testing
- UX Research & Interviewing
- Wireframing and prototyping

## Marketing Industry Skills

- Commercial awareness
- Market acknowledgement
- Research & Interviewing
- Customer centricity
- Strategic thinking

Dec 2017 - Dec 2018

## Certificates

**Udemy** –Figma the complete guide  
2022 -Present

**Udemy** –The Complete Digital Marketing Course  
2022 -Present

Master Digital Marketing Strategy, Social Media Marketing, SEO, YouTube, Email, Facebook Marketing, Analytics & More!

**Google & Coursera** – Attract and Engage Customers with Digital Marketing  
2022 -Present

A 4 weeks course, developed by Google, that helps marketing specialists identify customer personas, and build the target audience, exploring strategies to build brands and gather potential customers.

**Google & Coursera** –From Likes to Leads: Interact with Customers Online  
2022 -Present

A 5 weeks course, developed by Google, that focuses on defining, and identifying core pillars, starting from a well defined strategy, to a plan that takes the media campaign to success and ensures a smooth audience engagement.

**Google & Coursera** –Assess for Success:Marketing Analytics and Measurement  
Online  
2022 -Present

A 5 weeks course designed by Google, that help any marketing specialist define plans and strategies for a successful marketing campaign and evaluating metrics against performance to help the business succeed in this e-world.

## UI/UX Demo Projects

- [UI UX Portfolio](#)

- [Case Studies](#)

- [Dribbble account](#)

## TOOLS

- Figma
- Adobe XD

## Languages

- **Arabic:** Native proficiency
- **English:** limited proficiency
- **French:** Limited proficiency