

Andrew Saba

Senior UX/UI Designer

Master of Science in Product and Service Design - La Sapienza Rome

Bachelor of Arts in Interior Architecture - USEK Beirut

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Profile: Self-motivated and dedicated team player with advanced problem-solving skills, excellent understanding of customer needs, and proficiency in user experience. Earned a master's degree in Product and Service Design from La Sapienza University of Rome. After 3 years of experience in the industry, I am seeking the next step in my career with a focus on taking on larger responsibilities.

Experience Summary:

Senior UX/UI Designer Geomatrix Holdings ----- Nov 2022-Present

- **Collaborated** with cross-functional teams, including Frontend and Backend engineers, data analysts, QA, and BD, to align on key focus areas and shape the overall product direction.
- **Synthesized design feedback** from diverse stakeholders to ensure products met quality standards, cost objectives, and performance criteria.
- Individually **developed** a trading platform from inception, establishing the online product design from scratch. **Defined** the product identity and **established** design guidelines.
- **Conceived, designed, and prototyped** features and components for web and mobile platforms. Simultaneously **managed** design projects for both Client and Admin Areas.

UX Intern Hadeer Startup ----- May 2021-Oct 2021

- **Contributed** in the development of the initial MVP's UX/UI, software and hardware allowing a tangible increase in user satisfaction
- **Ensured** products met quality standards, cost objectives, production performance goals to launch on time
- **Took part** in the app launch operations, and **improved** customer satisfaction by monitoring user feedback

Freelance Designer ----- Jan 2022-Nov 2022

- **Managed** and **consulted** in projects related to the F&B, Online Real Estate, and HealthCare sectors
- **Created, designed, and presented** final deliverables to clients

Skills

- UX/UI
- Figma
- Microsoft 365
- Adobe Photoshop
- Adobe Illustrator
- Lumion
- Team Leader
- AutoCad
- HTML/CSS
- Problem Solver
- Customer-Oriented
- Autodesk 3ds Max
- Critical Thinker
- FinTech
- SketchUp
- Fast Learner

Languages

- English: C2
- French: C2
- Arabic: C2
- Italian: B2

Education:

La Sapienza University of Rome ----- Oct 2020-Jun 2022

- Master in Product and Service Design
- **Participated** in 3 different competitions: Design4Parents, Re-design Tourism, and Packaging Design, helped improve the product designing phase and its lifecycle
 - **Conducted** interviews, user research **created** user journey maps, modeling the typical user flow and behavior through the period of testing

Holy Spirit University of Kaslik - USEK ----- Oct 2015-Jun 2019

- Bachelor in Design and Applied Arts
- **Developed** Designing skills, going through the essentials of Interior Design and Product Design, molding all the projects using newly learned software.
 - **Designed** and **executed** several flats for Airbnb in different cities in Lebanon including the capital Beirut

Civic Engagement:

- First prize winner for EGGER-Austria OSB wood Design Competition
- Member of the Interaction Design Foundation, (IDF)
- Participated in the Re-design the Lebanese Grand Serail Workshop
- Scout member for 18 years, Scouts du Liban, group Sacre-Coeur Gemayzeh