

Fatima Mroueh

Product Designer (UI/UX)

A passionate architect about blending creativity and functionality. On a journey to expand my skills in **product design** and **UI UX design**. I conduct UX research, create user personas and journey maps, wireframes, and prototypes. I create intuitive solutions that foster engagement and contentment.

Education

American University of Beirut 2019 - 2024

BA in Architecture - Dean's Honor List

Google 2024

UX Design Professional Certificate

- Enrolled in a rigorous training designed for entry level job readiness. Featuring 7 courses covering topics like: UX research, wireframes, and low and high fidelity prototypes.

Experience

Massyve Tech

UI/UX and Digital Designer 04/2024 - PRESENT

- Designed intuitive and visually appealing web and app interfaces, focusing on User Interface (UI) and User Experience (UX) design principles.
- Created visuals aligned with project specifications, visual identity and creative direction (branding, logo design, social media posts, and illustrations).
- Managed social media platforms, curated engaging content, and implemented SEO strategies to enhance online visibility and engagement.

Khatib & Alami

Architectural Intern 05/2023 - 07/2023

- Produced 3D models, orthographic details, and execution drawings.

AUB Outlook Newspaper

UI UX Designer 06/2023 - 06/2024

- Improved the user experience of the website and designed their social media posts.

Talal and Madiha Zein AUB Innovation Park, Metaflame

3D Modeler and Game Designer 02/2022 - 02/2023

- Developed virtual spaces in a game by transforming the conceptual ideations of spaces into 2D drawings and 3D models and enhancing the game experience.

Design For Communities (D4C)

Product Design Intern 05/2021- 08/2023

- Designed the stalls for Arc En Ciel's farmers market in Taanayel, West Bekaa, Lebanon and developed their execution drawings.

ExtraCurricular Activities

Khelkhal Volunteer - Performing activities with the pediatrics during their stay

Professor Assistant - Managed the Instagram account of the AUB Material Lab's page

GRASS Secretary -Organized events,designed social media posts, and performed administrative work.

AUB Outdoors - Designed tickets and posters for the event

Cogs & Caffeine Magazine - Photography Team Lead: Sharpened knowledge of Photoshop, photo retouching, photo manipulation, assisting post production and color correction

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Certificates

Udemy — Figma UI UX Design Essentials

Coursera — Get Started With Figma

Skills

Design

UX Strategy
User Flows
Concept Sketches
User Journey Mapping
Wireframes
Rapid Prototyping
Design System
Design Sprints

Research

User Interviews
Usability Testings
Persona Hypothesis
Competitor Analysis
A/B Testing

Tools

Figma
Adobe XD
Sketch
Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Procreate
Lumion
Rhinoceros
Autocad
Revit

Languages

English - Fluent
Arabic - Fluent
French - Basic Knowledge