Massa Alabbar | UI/UX Designer

Beirut, Lebanon
(+961) 71-301-939
Email - Linkedin - Portfolio

Detail-oriented UI/UX Designer with expertise in user-centered design, focusing on enhancing functionality and user experiences. Skilled in wireframing, prototyping, Figma, and design systems, with hands-on experience across diverse projects. Seeking to contribute to Neo Technologies by designing innovative fintech solutions and collaborating with a team to transform financial interactions.

Professional Experience

Poyesis - UX/UI Designer
May 2024 – Present

- Designed user interfaces for various software solutions, ensuring a seamless and intuitive user experience.
- Collaborated with cross-functional teams, including developers, and project managers, to translate business requirements into effective design solutions.
- Improved work efficiency by creating consistent design guidelines, significantly speeding up the design process and streamlining workflows across projects.

maxiphy - UI/UX Designer Intern
March 2024 – May 2024

- Enhanced the design of the maxiphy website, improving its usability and visual aesthetics to better align with the brand's identity and user needs.
- Learned and contributed to the application of branding principles, helping to shape a cohesive and impactful brand identity.

Freelance Projects
September 2023 – February 2024

- **ProRadius** - Revamped ISP internet management for simplicity, ensuring uninterrupted access, automated features, and expanded service options.
- **Elevation Website** - Designed the user interface and crafted the user experience for Elevation, a website focused on digital marketing and production.
- **Podbooker Website** - Created the user interface and user experience design for Podbooker, a podcast production website.

Training and Certifications

UI/UX Design Bootcamp, SE Factory, Beirut
July 2023 – August 2023

Completed an intensive UI/UX design program covering design tools, Figma, UI fundamentals (color theory, typography, layouts, UI elements, design systems), UX core concepts (heuristics, metrics, UX auditing), inclusive and accessible design, and no code web development over 6 weeks of lectures, workshops, and projects.

- Designed TicketEasy, a mobile app that simplifies the online booking process for event and movie tickets.
- Collaborated with colleagues to design Jezdene, a personal finance tracking app. This app helps users effectively manage their personal finances by providing tools for expense tracking, budget management, and savings goals.

Key Skills

- **Theory //** UI Principles, UX Heuristics, Colour Theory, Typography
- **Design Tools //** Figma, Framer
- **Reporting //** UX Auditing
- **Libraries //** Design Systems, UI Kits
- **Platforms //** Responsive Web & Mobile Design

Education

Bachelor of Science (B.S) Biomedical Science
Lebanese International University, Beirut, Lebanon October 2018 – January 2022

Languages

- Arabic: Native; English: Professional working proficiency