



MOHAMAD CHAMAS

Ux Ui Designer / Digital Marketing



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Beirut , Lebanon



[Linkedin](#)

Profil

UX/UI Designer & Digital Marketing Specialist experienced in creating intuitive and responsive user experiences for web and mobile. After working in France, I'm returning to Lebanon to share my expertise and creativity with a local team. Proficient in Figma, design systems, wireframing, and prototyping, with strong knowledge of WCAG accessibility standards, user experience design, and team collaboration.

Skills

Design & Prototyping:

Figma, Sketch, Adobe XD,
Wireframes, Interactive Prototypes,
Design Systems, Responsive UI

Graphic Design & Video:

Photoshop, Illustrator, CapCut,
InShot

Web & CMS:

WordPress (Elementor), HTML5,
CSS3, SEO

UX & Product Methods:

Design Thinking, Agile Methods,
MoSCoW, Accessibility,

User Research:

Interviews, Personas, Customer
Journey Mapping, Benchmarking

Testing & Validation:

Usability Testing, A/B Testing

Certifications

March - 2022

**Google Analytics Individual
Qualification**

Languages

French : Professional Proficiency

English : Professional Proficiency

Arabic : Native

Professional Experience

Product Designer - CDD

Sept 2024 - May 2025

Workplaced (Dubai, UAE - Remote)

- Analyzed user journeys to identify friction points and design strategic UX solutions.
- Designed and prototyped new features in close collaboration with development teams.
- Implemented accessibility guidelines (WCAG) to ensure inclusivity and compliance.
- Conducted A/B tests and data analysis to optimize conversion rates.

UX-UI Designer - Apprenticeship

Sept 2023 - Sept 2024

TRANSFONUMERIQUE (Toulouse, France)

- Conducted UX benchmarks and competitor analysis to strengthen product positioning.
- Increased conversion rates by 20% through optimized user experience.
- Created responsive wireframes, mockups, and interactive prototypes using Figma.
- Built and maintained WordPress sites with Elementor, ensuring performance and scalability.
- Designed visual assets with Photoshop and Illustrator to enhance brand identity.

UX/UI Designer - Apprenticeship

Sept 2022 - Aug 2023

Easy-virtual-tours (Toulouse, France)

- Designed wireframes, mockups, and interactive prototypes with Figma and Adobe XD.
- Redesigned and managed multiple WordPress websites with Elementor to improve usability.
- Developed personas and user journeys to support design strategies.

Education

Master's in UX/UI Design

2023 - 2024

ESD Toulouse

Key Modules:

Product Strategy & Lean UX, Prototyping, UI Design & Interaction, Design System Workshop, Business Model, Digital Project Management, Accessibility Standards

Master's in Digital Project Manager in UX Design

2023 - 2024

ECV Toulouse RNCP Level 7

Key Modules:

Product Strategy, User Research & Usability Testing, Information Architecture & Interaction Design, Prototyping, UI & Micro-Interactions, Inclusive Design & Accessibility, Design Thinking, User Experience Optimization