

Serena Ridany

Product Designer

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SUMMARY

UI/UX Designer who believes design should empower everyone. I create **accessible, user-friendly interfaces** that break barriers, making digital products simple, engaging, and usable for all... including people with disabilities.

EXPERIENCE

UI/UX Designer - Ruwwad Al Tanmiyah NGO

Beirut, Lebanon | Dec 2022 – June 2025

- Designed and prototyped Ruwwad HR, an internal HR management tool to simplify staff workflows.
- Created digital tools supporting community development initiatives.
- Designed youth-focused educational app prototypes, improving accessibility and usability for learners.

Product Designer - Hash Security

Beirut, Lebanon | June 2024 – August 2025

- Designed end-to-end user flows for a cybersecurity learning platform (courses, CTF, community).
- Developed scalable design components for consistency across web and mobile.
- Collaborated with engineers and product managers to ship features with a customer-first approach.

UX/UI Designer - Qima

Beirut, Lebanon | July 2024 – August 2025

- Delivered user-friendly interface designs for business and operations tools.
- Conducted usability testing to improve workflows and reduce friction.
- Partnered with cross-functional teams to align design goals with business outcomes.

UX/UI Designer – Semicolon Academy

Beirut, Lebanon | July 2024 – Dec 2024

- Designed educational platform screens and learning dashboards.
- Improved accessibility and streamlined navigation for students and instructors.

UX/UI Designer – Lebanese Alternative Learning

Tripoli, Lebanon | July 2024 – September 2024

- Built user-centered design prototypes for digital learning initiatives.
- Focused on simplifying complex flows to enhance usability for diverse learners.

Mentor – Google for Developers

Beirut, Lebanon | July 2023 – Present

- Built Guide and mentor new GDG On Campus organizers, providing insights and best practices.
- Support student leaders in organizing events, tackling challenges, and fostering collaboration.

Ambassador – Google Women Techmakers

Beirut, Lebanon | July 2023 – Present

- Empower and mentor women in technology through event organization, public speaking, and content creation.
- Leverage global resources to build supportive environments, contributing to the advancement of women in tech.

Community Organizer – Friends of Figma

Beirut, Lebanon | Dec 2022 – Present

- Coordinated and hosted community events focused on UI/UX design and Figma.
- Developed and led hybrid/online workshops, training 2000+ members on UI/UX and Figma principles.

EDUCATION

Bachelor of Computer Science - University of Balamand

UX Design (7 Courses) – Google

Project Management – Google

Practical UX Research & Strategy Certificate - Designship

Interface Design Course Certificate - Shift Nudge

Awards

Exemplary Experience – Google

Community Engagement – Google

Dean's Honor List – UOB

SKILLS

Product Design, User Experience Design (UX), User Interface Design, Interface Design, Product Strategy, Design sprints, Responsive design, Information architecture, Prototyping, Usability testing, Agile, Human-centered, Creative problem solver, Innovative, Attention to detail, Critical thinking, Product Management, Figma, Lifelong learner, Protocie, Jira, Notion, Google suite, Design system management, UX audit, Mentorship, Miro.