

Massa Alabbar

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SUMMARY

UI/UX Designer with 2+ years' experience in Figma, prototyping, usability testing, AI-driven workflows, and design systems. Passionate about creating innovative fintech solutions that transform complex interactions into seamless, user-friendly experiences.

EXPERIENCE

UI/UX Designer

Poyesis May 2024 - Present, Beirut

- Designed and delivered intuitive interfaces in Figma for multiple software solutions, ensuring WCAG-compliant accessibility and achieving a 20% faster onboarding experience for new users.
- Built and maintained a scalable design system with reusable components, cutting design-to-development time by 30% and improving collaboration across teams.
- Leveraged AI-powered design tools and usability testing to accelerate design cycles by 15–20%, refine user flows, and boost task success rates by 25%.
- Enhanced expertise through extensive UI/UX training, applying advanced design methodologies and usability testing to elevate the quality of deliverables.

UI/UX Designer Intern

maxiphy March 2024 - May 2024, Beirut

- Enhanced the usability and aesthetics of the maxiphy website in Figma, aligning with brand identity and improving navigation efficiency by ~25% based on usability testing.
- Designed wireframes, prototypes, and high-fidelity screens, reducing design handoff revisions by 30% and strengthening user trust through branding.
- Applied AI-assisted workflows and usability testing, shortening design cycles by ~20% and improving task completion rates by 15% during testing.

PROJECT

Podbooker Website | ProRadius | Elevation Website

Freelance · September 2023 - February 2024

- Designed and optimized UIs in Figma for marketing, SaaS, and media platforms, boosting lead generation by 20%, reducing support queries by 20%, and streamlining booking flows with 30% fewer steps.
- Built responsive, cross-device layouts that improved mobile accessibility and engagement, achieving a 15% increase in mobile usage and a 15% decrease in bounce rates.
- Leveraged AI-powered tools for prototyping and iteration, accelerating design delivery by 25–30% while ensuring usability, and scalability.

SKILLS

Design & Theory: UI/UX Principles, Human-Centered Design, Usability Heuristics, Color Theory, Typography, and Accessibility Standards

Design Tools: Figma (Wireframing, Prototyping, Design Systems), Framer, AI-Powered Design Tools

UX Methods & Reporting: User Research & Personas, Journey Mapping, Wireframing, Prototyping, Usability Testing, UX Auditing

Platforms: Responsive Web & Mobile Design, Cross-Platform UI/UX Design

Languages: Arabic: Native | English: Professional Working Proficiency

Libraries & Systems: Design Systems, UI Kits, Component Libraries, Responsive Design Frameworks

EDUCATION

Bachelor of Science (B.S) Biomedical Science

Lebanese International University · Beirut, Lebanon · 2022

CERTIFICATIONS

UI/UX Design Bootcamp

SE Factory, Beirut · 2023

REFERENCES

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