

Nesrin Salameh UI/UX Designer

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Summary

UI/UX Designer with experience designing user-centered digital products from concept to delivery. Strong focus on usability, clarity, and scalable design systems. Comfortable collaborating with product, engineering, and stakeholders to deliver measurable outcomes.

Skills

- **UX Research & Strategy:** User Interviews, Usability Testing, Journey Mapping, Problem Framing.
- **Interaction & Interface Design:** User Flows, Wireframing, High-Fidelity UI, Micro-interactions.
- **Systems & Scalability:** Design Systems, Component Libraries, Responsive Design.
- **Tools & Workflow:** Figma, Adobe Illustrator, Adobe Photoshop, Developer Handoff, Agile Collaboration

Experience

SE Factory Bootcamp

- User Interface Design, User Experience Research, Prototyping, Usability Testing, Information Architecture.

UI/UX Designer – Poyesis – Beirut, Lebanon (Nov 2023 – Oct 2025)

- Design and optimize user-centered digital products with intuitive interfaces. Collaborate with cross-functional teams and conduct usability testing to improve engagement.

UI/UX Freelancer (Jun 2022 – Present)

- Delivered UX/UI solutions for web and mobile products, from wireframes to developer-ready prototypes

Projects

Deligo: Mobile App - Delivery App

- Led end-to-end UX from research to high-fidelity prototype. Defined key flows and built a reusable mini design system for scalability and consistency.

Esper: Mobile App - Donation App

- Designed onboarding, home, and checkout flows with clear layouts and purposeful micro-interactions to improve engagement and trust.

Buywise: Mobile App - Price Comparison App

- Optimized the core flow to reduce friction and improve task completion, validating decisions through usability testing and iterative refinement.

NBK invest app: UX case study

- Redesigned SmartWealth NBK's onboarding into a simpler, intuitive flow that reduces cognitive load and guides users clearly through account setup.

Education

B.S. Applied Mathematics and Statistics | Lebanese University Hadat

Languages

Arabic – Native | English – Fluent