

Professional Profile

UI/UX Designer with 6 years of experience in market research and user-behavior analysis, specializing in scalable design systems and research-driven UI/UX. I bring a rare combination of qualitative research rigor, data-backed product strategy, and visual craft to every project. Experienced in guiding features from initial discovery to high-fidelity prototype, with a proven track record of reducing friction and enhancing user engagement.

Areas of Expertise

Product Design: UI Wireframing & Prototyping in Figma, Information Architecture, Interaction Design, maintaining Design Systems.

- **User Research:** Qualitative Interview Design and Transcription, Persona Development, User Flow Mapping; Analysis of User Research Interviews.
- **Multimedia:** Video Editing & Subtitling (Premiere Pro), Digital Painting & Illustration (Photoshop / Illustrator I @artovjun)
- **Workflow:** Integrating AI-assisted research tools (Claude, Gemini) to accelerate synthesis, pattern recognition, and documentation across the design process.

Recent Projects

Touch Lebanon Redesign (Mobile):

Overhauled the mobile telecom recharge flow from research to a high fidelity interactive prototype reducing key flows from 4 taps down to 2.

- Conducted extensive mobile layout audits, applied strict visual hierarchy to establish smart interface navigation, reduced user drop-off friction while offering multiple diagnosis and tracking features according to user persona needs.
- Delivered over 110 scalable screens using a unified 8pt grid system and component libraries to ensure universal cohesion.

Pillion Motorcycle Discovery Service (Desktop/Web):

- Designed an intent-based search discovery engine and dense data comparison model while maintaining a sleek and easy-to-navigate interface.
- Architected a universal design system using advanced token logic using variables for colors, strings, and custom layout spacing to maximize UI scalability.
- Built interactive high-fidelity prototypes for high engagement user loops and vivid information hierarchy for data heavy sections.

Professional Experience

Commission Artist & Founder | Artovjun | 2021 - Present

- Founded and managed a digital art and design community of 150+ members, overseeing fully personalized product service cycles for over 200 global commissions.
- Optimized community operations and engagement workflows, resulting in a 30% recurring client retention rate.
- Directed the creative strategy and visual systems for the community, ensuring brand consistency across all digital touchpoints and platforms.

Market Research Analyst & Translator | MRS | 2021 - 2026

- Applied user research methodologies to identify and synthesize key pain points for major clients like BMR, 4Sight, and Ipsos, directly informing product strategy and feature prioritization.
- Transformed hundreds of hours of qualitative interview data into structured user-flow mapping and actionable documentation, reducing ambiguity during the design handoff process.
- Managed complex project timelines and output quality independently, ensuring design and research deliverables consistently aligned with client business objectives.

Education

Bachelor of Arts in Graphic Design (Honors) | LIU | 2018 - 2021 Graduate

- Awarded for academic excellence and premature mastery Visual Design.

Figma UI/UX Design Essentials (Udemy Course by Daniel Walter Scott) | 2026

- Learned theoretical and executable UX/UI design methods and finished project (from research to Hi-Fi Fidelity)