

Maryam Kharrat

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Education :

Collège des Frères Mont La Salle| Ain Saade. Lebanon

2009-2022

- Lebanese Baccalaureate, in Sociology and Economics (SE)

Holy Spirit University of Kaslik (USEK) | Kaslik, Lebanon

2022-2026

Bachelor in Digital Media

Academic experience :

SHEIN Web Redesign (Solo Project)| [View Figma Prototype](#)

- identified user frustrations.
- Designed a Mood Board to establish clear typographic choices (Poppins Bold for headers, Inter Regular for body text) and harmonized color palette.
- Replaced Visual Chaos with Clean Layouts.
- Swapped chaotic colors of the original site for a minimalist neutral palette.

My Pastoral Mobile Application (Collaborative Project) | [View Figma Prototype](#)

- Conducted UX research through google survey to analyze students needs and preferences.
- Built user personas from survey data to keep the design focus on solving students and Pastoral problems.
- Designed an interactive Mobile prototype.
- Boosted user engagement with rewards, giving users motivations to log in daily and interact with campus content.
- Selected a refined color palette (calming blues / deep neutrals).

SmartSip Product Design (team project) [View Figma Prototype](#)

- Conducted a survey to gather insights on daily hydration habits and consumer struggles with plain water.
- Analyzed survey feedback to validate the product's core features, proving a high market demand for automated tracking reminders and natural enhancements.
- Built accurate user personas, and empathy maps aligning the product's UX goals directly with real consumer struggles.
- Participated in team brainstorming sessions to map out real world user scenarios that visualizes daily product interactions.
- Worked hand in hand with team partners to design early stage wireframes and smart UI components, maintain a consistent brand aesthetic.

Skills :

Figma, Adobe creative suite (Photoshop, Illustrator, Premiere), Mobile & Web Architecture, Wireframing & Responsive Prototyping. Design Thinking, Problem Solving, Content Strategy, Creative Thinking, Time Management, Team Work.

Languages :

English, Arabic, French