

Nesrin Salameh UI/UX Designer

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Professional Summary

UI/UX Designer with a strong foundation in creating user-centered digital experiences for web and mobile platforms. Proficient in designing intuitive, responsive interfaces and conducting user research to drive product improvements. Experienced in collaborating with cross-functional teams to implement design systems, enhance usability, and deliver impactful solutions. Skilled in Figma, prototyping, wireframing, HTML, CSS, and usability testing, with a proven ability to adapt designs across e-commerce, SaaS, and corporate projects. Seeking to leverage creative and analytical skills to craft seamless digital experiences.

Professional Experience

UI/UX Designer – Poyesis (2023 – Present)

- Design and optimize user-centered digital products with intuitive interfaces.
- Collaborate with teams to refine design systems.
- Conduct user research and usability testing to improve engagement.

UI/UX Freelancer (2022 – Present)

- Delivered freelance projects for websites and mobile apps.
- Designed wireframes, prototypes, and responsive interfaces.
- Collaborated with developers to bring concepts into solutions.

Education

BS in Applied Mathematics and Statistics – Lebanese University, Hadat

Skills

UI/UX Design:

- Conduct user research to uncover needs and translate insights into product decisions.
- Create wireframes that map flows and states to align teams on scope.
- Build interactive prototypes to validate concepts and gather rapid feedback.
- Design clean, accessible user interfaces that balance brand, usability, and feasibility.
- Apply design thinking to frame problems, ideate options, and iterate toward outcomes.
- Run usability tests, synthesize findings, and prioritize fixes that improve key metrics.
- Use Figma to build design systems, reusable components, and developer-ready specs.

Soft Skills

- Collaborate cross-functionally to align priorities and deliver results.
- Break down complex problems, test solutions, and ship measurable improvements.
- Communicate clearly and proactively with stakeholders to keep work unblocked.

Languages

Arabic – Native | English – Fluent