

Senior UX Designer

SALMA ELBASTAWISI

Summary

Hi, I'm Salma — a genuine problem solver (not the buzzwordy kind).

I'm passionate about turning your challenges into successful user experiences. Whether it's building something from scratch or refining what's already there, I dive deep into what the business needs and what users are actually saying. I see myself as a strategic partner — someone who's here to help you create experiences that truly work for both the business and the people using it.

Contact

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Expertise

User research
User Interviews
Problem Framing
UX Writing
Journey Mapping
Usability Testing
UX Strategy Creation

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Education

BACHELOR OF BUSINESS ADMINISTRATION

MAnsoura University|
2013-2017

Trainings

UX WRITING
HUMAN-COMPUTER
INTERACTION

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Work experience

SENIOR UX & UI DESIGNER

Calmino group AB / 2024-Present

SENIOR UX & UI DESIGNER

Upland software/ 2022-2024

SENIOR PRODUCT DESIGNER

adam.ai/ 2021-2022

UX & UI DESIGNER

WorldPosta/ 2020-2021

UX & UI DESIGNER

Greenpages/ 2029-2020

SENIOR GRAPHIC DESIGNER

PDPU Incubator Center/ 2019

GRAPHIC DESIGNER

Tree Advertising Agency/ 2019

GRAPHIC DESIGNER & PR

ARAB CALIBRES/ 2017-2018

MARKETING RESEARCHER

MONK/ 2016-2017

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