Salma Elbastawisi

UX & UI Designer

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🪪 PROFILE

UX/UI Designer with 5+ years of experience creating user-centered SaaS and B2B products. Skilled in research, testing, and building scalable, accessible design systems. I lead projects that simplify workflows and improve onboarding, aligning user needs with business goals through clear, inclusive design.

🎓 EDUCATION

Bachelor of Business Administration
Mansoura University
2013 – 2017 | Egypt
Gained strong foundations in strategy, market research, and user behavior — now applied in UX contexts.

Graphic Design Diploma
RCC
2018 | Egypt

🌐 LANGUAGES

English ● ● ● ● ●
Swedish ● ● ○ ○ ○

💼 PROFESSIONAL EXPERIENCE

Calmino ⌶
UX & UI Designer
10/2024 – Present | Gothenburg
- Designed and launched two websites for Calmino Group, boosting pharmaceutical product strategy and digital presence through UX planning and visual design.

Upland Software ⌶
UX & UI Designer
06/2022 – 06/2024 | Remote
- Developed an intuitive and efficient user navigation journey for Panviva KMS (SaaS) by updating and optimizing the design system, resulting in improved usability and customer satisfaction.
- Collaborated seamlessly with international teams, working remotely with clients from Australia & the UK.

adam.ai ⌶
UX & UI Designer
06/2021 – 06/2022 | Egypt
- Designed the booking feature and created the mobile version of adam.ai, developing the mobile design system in collaboration with iOS and Android developers, informed by user research and usability sessions to improve scheduling ease and efficiency.
- Collaborated with product, development, and customer success teams in Agile sprints to enhance meeting room and onboarding experiences, boosting user engagement and satisfaction.

WorldPosta ⌶
UX & UI Designer
09/2020 – 06/2021 | Egypt
- Built a design system and two portals for WorldPosta (email & cloud hosting portals), improving usability and product consistency.
- Collaborated with developers and stakeholders to ensure efficient, goal-driven delivery.

Green pages
UX & UI Designer
2019 – 2020 | Egypt
- Designed and built a user-friendly portal for the Saudi Ministry of Interior, streamlining access to key digital services.

Various Agencies & Startups
Graphic Designer, Marketing Researcher
2016 – 2017 | Egypt
- Built a strong foundation in visual design, branding, and user communication.