Salma Elbastawisi

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ABOUT ME

I am a highly skilled and accomplished Senior Product Designer with a proven track record of delivering innovative and user-centric design solutions.

WORK EXPERIENCE

Senior UX & UI Designer

Calmino [01/10/2024 – Current]

City: Gothenburg | **Country:** Sweden

Help the company "the business team" define its brand voice and digital existence by reorganizing the companies' websites and messages for each product.
- Redesign Calmino.com
- Redesign Proibs.com
- Redesign Allaboutibs.com

And other domains.

Senior Product Designer

Upland Software [2022 – 2024]

City: gothenburg | **Country:** Sweden

Led the Panviva team in the successful Design and launch of [NGKD the viewer & NGKD the Manager], resulting in improving the user interaction with the manager portal and decreasing the initial time taken to manage/ create a document.

I focused on collaborating with project managers to establish project goals and prioritize efforts efficiently. Throughout projects,I managed design processes, conducted user research, and facilitated iterative testing to enhance UX/ UI.

Ensuring seamless communication with developers, and delivering final designs accurately. Additionally, I measured release success through user feedback and refined designs iteratively for optimal user experience. My role included strategic planning, project management, and continuous design optimization.
computers

Senior Product Designer

adam.ai [2021 – 2022]

City: Cairo | **Country:** Egypt

Held the responsibility of shaping the user experience and user interface of adam.ai Mobile and desktop application and initiated the design system of the mobile application. I was tasked with seamlessly integrating design principles into both the website and portal interfaces.

This involved a meticulous focus on enhancing the user journey and visual UI, ensuring an intuitive and engaging experience for users interacting with the platform. As well as the responsibility of creating all the visual designs needed by the marketing team for the social media & the website.

Product Designer
WorldPosta [2020 – 2021]

City: Cairo | **Country:** Egypt

Designed the cloud hosting portal and email hosting portal from inception. These solutions were successfully brought to market and garnered widespread satisfaction by effectively meeting user needs. Designed the company's website, ensuring a cohesive and visually compelling online presence.

Collaborated closely with the marketing team to create impactful graphic designs and animations for various marketing campaigns. This multifaceted role allowed her to contribute significantly to both the product development and brand elevation of Worldposta.

UX & UI Designer
Freelancer [2019 – 2020]

City: Cairo | **Country:** Egypt

Designed & created wireframes, mockups, and prototypes for the Ministry of Interior in Saudi Arabia. worked on a significant project with the Ministry of Interior in Saudi Arabia,

Created the user experience and user interface of a crucial internal portal within the ministry tailored to meet the unique needs of the Ministry. Collaborated with ADST, a prominent IT business company based in Saudi Arabia, where I played a key role in shaping their digital presence. This encompassed the design of their website and various landing pages, ensuring a seamless and visually appealing online experience for their audience.

Graphic Designer
PDPU University [2019 – 2019]

City: Ahmedabad | **Country:** India

Worked closely with aspiring student entrepreneurs. helped them bring their business ideas to life by crafting compelling visual identities. This involved designing unique and impactful logos that resonated with the essence of their ventures.

Additionally, provided support in creating engaging social media designs, ensuring that each startup had a cohesive and attractive online presence to effectively communicate their brand message. Aimed at empowering these students to visually communicate their business ideas and establish a strong and memorable identity in the competitive landscape.

Graphic Designer
Tree Advertising Agency [2018 – 2018]

City: Cairo | **Country:** Egypt

Worked in the dynamic world of visual communication and design. Working within a professional setting, I actively contributed to various projects that deepened my understanding of design principles and their real world applications such as ISIS, Tahia, and other brands.

Graphic Designer & PR
Arab Calibres [2017 – 2018]

City: Cairo | **Country:** Egypt

Arab Calibers is a training facilitator company that connects companies like Cisco and IBM and their products to employees in organizations. I was responsible for communicating with instructors and facilitating the documentation and the whole communication process between trainers and organizations As well as creating instructor profiles for clients and helping in leading the marketing team through designs for social media.

Marketing Researcher
Monk [2016 – 2017]

Collect practical insights into the strategies that drive successful campaigns. Conducted marketing research understanding their fields. Studied consumer behavior, and industry trends, and conducted competitor analysis. This laid the foundation for informed decision-making in crafting targeted and effective marketing initiatives.

EDUCATION AND TRAINING

UX Writing
Uxcel

Website: https://uxcel.com

Human-Computer Interaction
Interaction Design Foundation

Website: https://www.interaction-design.org

Perception and Memory in HCI and UX
Interaction Design Foundation

Website: https://www.interaction-design.org

UI Design Patterns for Successful Software
Interaction Design Foundation

Website: https://www.interaction-design.org

Mobile UX Design: The Beginner Guide
Interaction Design Foundation

Website: https://www.interaction-design.org

Accessibility: How to Design for All
Interaction Design Foundation Design

Website: https://www.interaction-design.org

Rules: Principles + Practices for Great UI Design
Udemy

Website: https://www.udemy.com

Web Accessibility: Learn Best Practices, Tools & Techniques
Udemy

Website: https://www.udemy.com

TOOLS

Figma

Proficient in Figma for designing intuitive user interfaces, creating interactive prototypes, and collaborating seamlessly with cross-functional teams.

Sketch

Skilled in using Sketch for creating high-fidelity UI designs, wireframes, and vector illustrations, with a strong focus on user-centered design principles

Adobe Creative Suite

Proficient in Adobe Creative Suite (Photoshop, Illustrator, XD, etc.) for crafting visually compelling graphics, layouts, and multimedia content, enhancing brand storytelling and user experience.

LANGUAGE SKILLS

Mother tongue(s): Arabic | English

Other language(s):

Swedish

LISTENING A1 **READING** A1 **WRITING** A1

SPOKEN PRODUCTION A1 **SPOKEN INTERACTION** A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user