

ALIA SALEM

User Experience Designer

~ searching tirelessly for my team ~

PORTFOLIO | <https://www.linkedin.com/in/alia-salem-designer/>

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CERTIFICATIONS

Coursera, *Google UX Design Certification* (May 2023)

Start the UX Design Process: Empathize, Define, and Ideate; Build Wireframes and Low-Fidelity Prototypes; Conduct UX Research and Test Early Concepts; Foundations of User Experience (UX) Design; Create High-Fidelity Designs and Prototypes in Figma

Brand Mapping Method, *Brand Mapping Certification* (January 2021)

SKILLS

UX & Web Design: Consumer mobile/desktop responsive design, user flows, wireframes, user interface mockups/prototypes

UX Research: User personas, user journey maps, user interviews, audience analysis

Communication: confident leadership, responsive to feedback, client collaboration

PLATFORMS

Adobe: XD, Photoshop, Illustrator, Premiere Pro, InDesign, Lightroom

UX/UI & Web Design: Figma, WordPress, ShowIt, Squarespace, Divi

Google Suite: Docs, Sheets, Slides, Forms, Workspace, Drive

EXPERIENCE

Adventurepreneur Design Den: Founder and Digital Designer

August 2020 – present

- Managed 24 long-standing successful design projects as measured by positive client feedback by focusing designs on typography, color theory, and visual storytelling.
- Lead client collaborations with outsourced designers, groups of 3, conducting presentations and managing communication.
- Designed and developed 5 websites from ideation to completion by following brand guidelines and UX/UI principles.

bundleIQ: UI/UX Designer and UX Researcher, Contracting Position

March 2023 – June 2023

- Directly impacted company growth as measured by a 15% boost in the user conversion rate by correcting deceptive design patterns in the app's user onboarding process after conducting user interviews.
- Designed for web app in Figma that pushed to 1000+ users, creating mockups and high fidelity prototypes for a Google Chrome Extension, email marketing, and subscription user flows.
- Only designer in a company of 7, collaborating with developers as the passionate sole advocate for user-focused design.

UF Center for Arts, Migration + Entrepreneurship: Communications Specialist

October 2021 – October 2022

- Only designer in a team of 13, creating trade-mark branding that increased Center's recognition and awareness measured by increased university and community engagement by 30%, by designing brand patterns, swag, posters and presentations.
- Increased online following by 10% because of brand designs by means of Instagram posts and email marketing.
- Created design assets for 14 events including CAME Conference, where marketing and branding brought in 600+ attendees.

UF College of the Arts: Public Relations and Marketing Intern

June 2018 – August 2018

- Lead 6 social media projects which entailed photographing events, conducting interviews and creating promotional content.
- Facilitated 4 spotlight interviews on UF alum, writing for UF COTA magazine, "Muse," and website, "In the Loop."

EDUCATION

University of Florida, Gainesville, FL

May 2020

- BA in English, Minor in Digital Design.
- Focus: industry standard design tools, understanding design principles, strategic written communication, and media writing.

INTERESTS

Carpentry, painting, ukulele, ceramics, sailing, van life/travel