

Salma Abdrabo Abdelbary

October Gardens, 6th October, Egypt +20 01011982059 |

salma.abdo2015.yahoo.com@gmail.com

Portfolio: [Salma Abdrabo Behance](#) | LinkedIn: [Salma Abdrabo Linked In](#)

Professional Summary

Mid-Level UI/UX Designer with a technical foundation in **Software Engineering**. Expert in the **User-Centered Design (UCD)** lifecycle, architecting intuitive, accessible digital products from complex requirements. Proficient in an AI-integrated design stack—including **UX Pilot, Google Stitch, and Figma AI**—to automate workflows and maintain high-fidelity design consistency at scale.

Professional Experience

UI/UX Designer (Freelance) | AISEO (AI Humanizer)

- Spearheaded the end-to-end UI/UX redesign of landing pages and core tool interfaces, significantly improving user retention and visual hierarchy.
- Optimized design velocity by integrating **AI-driven automation** (UX Pilot, Figma AI) to accelerate rapid prototyping and ensure component precision.
- Leveraged **Google Stitch** to harmonize developer handoff and utilized **Make** to automate iterative design feedback loops.

UI/UX Designer | Khotwa (E-commerce App)

- Executed comprehensive **UX Audits** and competitive benchmarking to eliminate friction points and streamline the conversion funnel.
 - Engineered high-conversion checkout and payment flows tailored to local market behaviors and technical constraints.
 - Architected a modular **Design System** and reusable UI libraries to ensure cross-platform scalability and brand alignment.
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Key Projects

- **Mawgif App**: Conceptualized a real-time parking ecosystem focusing on dynamic availability and predictive navigation.
 - **E-Learning Platform**: Authored a multi-tiered educational interface addressing complex pedagogy and personalized learning paths.
 - **Virus Classification**: Developed a data-intensive scientific visualization platform for advanced academic research.
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Technical Skills

- **Core Design**: Figma (Expert), Adobe XD, Sketch, High-Fidelity Prototyping, Wireframing.

- **UX Strategy:** UX Auditing, User-Centered Design (UCD), Information Architecture, Usability Testing.
 - **AI & Automation:** UX Pilot, Google Stitch, Figma AI, Make (Workflow Automation).
 - **Systems:** Design System Management, Component Library Architecture, Technical Feasibility.
 - **Tools:** VS Code, Design-to-Code Documentation, Logic Mapping.
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Soft Skills

- **Presentation:** Articulating design rationales and research insights to cross-functional stakeholders.
 - **Communication:** Conveying complex technical ideas and collaborating across multidisciplinary teams.
 - **Problem-Solving:** Resolving usability friction with technical, user-first solutions.
 - **Collaboration:** Advocating for user needs within fast-paced, cross-functional environments.
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Education & Certifications

- **B.Sc. in Software Engineering** | Al-Ahram Canadian University (GPA: 3.59/4.0)
 - **Google UX Design Professional Certificate** | Coursera
 - **UI/UX Web Design** | Digital Egypt Pioneers Program
 - **Business English Track** | SYE English Community
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Languages

- **Arabic:** Native
- **English:** Intermediate (B2)
- **Spanish:** Beginner