

BASHAR RAMADAN

PRODUCT & BRAND DESIGNER

Profile

Accomplished Senior UI/UX and Brand Designer with a strong focus on user experience and expertise in creating and implementing brand designs. Demonstrated ability to lead cross-functional projects and enhance user engagement. Committed to delivering high-quality designs that align with business objectives and drive product success. Seeking to apply my skills in an innovative organization dedicated to user satisfaction.

Employment History

Senior UI/UX, Bab Alomda Information Technology CO↗, Dubai

OCTOBER 2023 — NOW

- Led the design effort of **Tello** (Chat App): iOS↗ | Android↗
- Designed a new website for the business.
- Designed and developed PixelFroge↗ using WordPress and Elementor.
- Spearheaded the design and user journey of over 6 iOS sports and social media applications, including 1 **Super App↗**.
- Adapted app designs to the Chinese market, increasing market penetration through culturally tailored UX/UI elements.
- Worked closely with product managers, developers, and visual designers to create seamless user interfaces, reducing design-developer handoff time.

Senior UI/UX - Project Coordinator, Innovation Factory↗, Dubai

MARCH 2021 — SEPTEMBER 2023

- Designed engaging interfaces for platforms like **XchangeOn↗** a crypto exchange, a crypto mastercard Project **Crypto Cash**, a crypto travel booking **Time2Travel** (iOS↗ | Android↗), a crypto e-commerce **B-Store** (iOS↗ | Android↗), and crypto property trading **P2Properties,** also a multi-chain crypto wallet platform **TWallet**.
- Designed and developed CloudIntense↗ using WordPress and Elementor
- Monitored and reported project progress, costs, and timelines, allowing for informed decision-making by senior management
- Led UI/UX design for multiple fintech platforms, ensuring seamless user experiences and intuitive interfaces.
- Developed wireframes, prototypes, and high-fidelity designs, ensuring alignment with business goals and user needs.

UI/UX Designer - WordPress Developer, Kochy Company↗, Erbil

OCTOBER 2018 — FEB 2021

- Designed and developed AlHaffar Newspaper↗ (Arabic) using WordPress and Elementor

Details

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Links

Instagram
LinkedIn

Skills

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Project Management
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- WordPress
- CMS Management
- HTML & CSS

Languages

- Arabic
- English

- Designed and developed RNTCS↗ (Arabic) using WordPress and Elementor
- Led the UI/UX design for digital products, enhancing user experience through intuitive layouts and user-centered design practices.
- Created a cohesive visual identity and branding elements for new product lines, aligning graphic design assets with the company's brand strategy.

Graphic Designer, Al-Etihad Media↗, Erbil

OCTOBER 2017 — JULY 2018

- Developed compelling visuals and graphics to enhance news content, ensuring alignment with editorial guidelines and boosting audience engagement
- Performed video editing to create dynamic multimedia elements that complemented news stories and improved content appeal
- Supported WordPress site maintenance, optimizing content layout, SEO, and user experience across web pages.
- Optimized website content for SEO and organic search visibility.

Print Designer, XO Textile↗, Latakia

FEBRUARY 2016 — APRIL 2017

- Illustrated original prints designed for application on various garments, mostly T-shirts.
- Worked closely with fashion designers to align artwork with design concepts and brand style.
- Coordinated with the print house to ensure high-quality and accurate print production.

Education

Bachelor of Physics, Tishreen University, Latakia

SEPTEMBER 2013 — JUNE 2019

Graphic Design, LinkedIn Learning (Lynda.com), Remote

Web Design Specialization, University of Michigan, Remote