SALMA FATTOUH
UX/UI DESIGNER

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📍 *Rehab City, Cairo, Egypt*

A UX/UI designer fresh graduate who believes there's always room for improvement. My approach is driven by user-centered design, making sure real user needs guide every decision. Always iterating, always getting better.

EDUCATION

German University In Cairo   *2019-2024*
Faculty of Applied Sciences and Arts, Product Design
Grade: Excellent with honors

German International University in Berlin, Germany   *2023*
Semester Exchange Program

Egyptian British International School   *2016-2019*

CERTIFICATIONS

UX/UI Design 4-month Diploma - Route Training Center   *Feb 2023*

Google UX Design Professional Certificate   *June 2024*

User Research and Interviews Training - Digital Of Things   *July 2024*

WORK EXPERIENCE

Product Designer Intern - Breadfast (On-site)   *July 2024-*
                                                                            Sep 2024
- Led user research projects, including interviews and testing.
- Assisted in enhancing app features and design, improving user experience based on research findings.

Freelance UX/UI Designer   *May 2024-*
                                                                          Present
- Working on a social media app that is soon to be launched leading the process from user research till the final UI screens.

Graphic Designer - Noota Stores (On-site)   *Jan 2023-*
                                                                          Oct 2023
- Led complete branding projects for various brands, creating cohesive visual identities across multiple platforms.

Interior Designer and Visual Merchandiser Intern- IKEA Egypt (On-site) *Aug 2022-*
                                                                          Sep 2022
- Contributed to interior design concepts for IKEA showrooms, aligning with brand guidelines and customer preferences.

Furniture Designer Intern - Just Home Furniture (On-site)   *May 2022-*
                                                                          Aug 2022

TOOLS

Design & Prototype: *Figma, Adobe XD, Protopie, InVision*

User Testing: *Maze, UserTesting*

Collaboration & Organization: *Zeplin, Notion, Miro*

3D Modeling & Rendering: *Rhinoceros, Keyshot*

Graphic Design: *Adobe Illustrator, Photoshop, Indesign*