Fay Baabbad

Adobe Certified Professional
Graphic Designer & UI/UX Desiner

PROFESSIONAL OBJECTIVE

My objective is deliver unique design solutions that stand out and drive measurable results through an innovative approach with a commitment to continuous improvement with utilize my skills as a UI/UX Designer and Graphic Designer.

CONTACT

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✉️ Fay0illa@hotmail.com

🌐 Portfolio

in LinkedIn

EDUCATION

Saudi Electronic University
(BSBA) - Major in E-commerce - Present

Anas Academy for Arts
Graphic Design and UI/UX Design - 2022

WORK EXPERINCE

Hackathonat - Graphic Designer and UI/UX Designer

October 2022 - Present

- Supervised the implementation of the marketing and publishing plan for HCthon, ensuring its successful execution and achievement of objectives.
- Designed the user interface landing page, posts, and printed materials for HCthon, creating visually appealing and engaging content that accurately reflected the brand identity.
- Created and developed the publishing plan for the Future Disruptors program Leap24, designing digital materials that effectively communicated the program's vision and goals.
- Design an annual report and a comprehensive guide for organizing and executing a hackathon.
- Design and code digital materials such as presentation, templates, and posts.
- Create wireframes, prototype, and execute designs for Ul UX of competition landing pages.
- Create themes and execute designs for competition and hackathons.
- Lead a team of internal, providing review and guidance to ensure quality and timely delivery.
- Design and improve specific features of the website, as well as introduce and design new UI UX features.

WORK EXPERINCE

Throw Marketing Agency - Freelance Graphic Designer

January - March 2023

- Design Print Materials.
- Design a digital marketing materials such as posts, stories, and reels.
- Produce visual marketing promotional materials like posts, banners, cups, cards, and flags.
- Create new design themes for marketing and collateral materials.

Freelance Designer

2022- October 2022

- Collaborate closely with clients to understand their design goals, target audience, and project requirements.
- Conduct thorough research to gain insights into user needs and preferences.
- Design more than 3 websites using industry-standard tools, and create wireframes and interactive prototypes that showcase the layout, navigation, and functionality of the digital product.
- Optimiz layouts, typography, and images for optimal viewing and interaction on desktops, tablets, and mobile devices.
- Create intuitive and visually appealing interfaces that enhance the overall user experience

CREATIVE EXPERIENCE

- Web/Interaction Design
- User Interface
- User Experience
- Visal Identity
- Design Principles

TRAINING AND COURSES

- **Adobe Certified Professional Visual Design**
  Adobe

- **Virtual work experience on UED**
  Foodics with Misk Foundation

- **UX Bootcamp**
  CODE| MCIT

- **UI/UX Design Specialisation**
  Edraak