Massa Alabbar

UI/UX DESIGNER

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PROFESSIONAL SUMMARY

UI/UX Designer with 3+ years of experience in Figma, prototyping, usability testing, AI-assisted design workflows, and design systems. Focused on creating intuitive fintech experiences that simplify complex interactions and improve usability.

PROFESSIONAL EXPERIENCE

UI/UX Designer | Poyesis | May 2024 - Present | Beirut, Lebanon

- Designed intuitive interfaces in Figma for multiple software solutions, applying WCAG accessibility principles and contributing to a 20% faster onboarding experience.
- Built and maintained a scalable design system with reusable components, reducing design-to-development time by 30% and improving cross-team collaboration.
- Used AI-powered design tools and usability testing to accelerate design cycles by 15-20%, refine user flows, and increase task success rates by 25%.
- Applied advanced UI/UX methods and usability testing to improve the quality of design deliverables.

UI/UX Designer Intern | maxiphy | March 2024 - May 2024 | Beirut, Lebanon

- Improved the maxiphy website in Figma, aligning interfaces with brand identity and improving navigation efficiency by approximately 25% based on usability testing.
- Created wireframes, prototypes, and high-fidelity screens, reducing design handoff revisions by 30% and strengthening user trust through consistent branding.
- Applied AI-assisted workflows and usability testing, shortening design cycles by approximately 20% and improving task completion rates by 15% during testing.

SELECTED FREELANCE PROJECT

Podbooker Website | ProRadius | Elevation Website | September 2023 - February 2024

- Designed and optimized Figma interfaces for marketing, SaaS, and media platforms, contributing to 20% higher lead generation, 20% fewer support queries, and booking flows with 30% fewer steps.
- Built responsive cross-device layouts, supporting a 15% increase in mobile usage and a 15% decrease in bounce rates.
- Used AI-powered prototyping and iteration tools to accelerate design delivery by 25-30% while maintaining usability and scalability.

SKILLS

UX/UI Design: Human-Centered Design, UI/UX Principles, Usability Heuristics, UX Auditing, Accessibility, Color Theory, Typography
UX Methods: User Research, Personas, Journey Mapping, Wireframing, Prototyping, Usability Testing
Design Tools: Figma (Wireframing, Prototyping, Design Systems), Framer, AI-Powered Design Tools
Systems & Platforms: Design Systems, UI Kits, Component Libraries, Responsive Web and Mobile Design, Cross-Platform UI/UX
Languages: Arabic (Native), English (Professional Working Proficiency)

EDUCATION

Bachelor of Science (B.S.) in Biomedical Science | Lebanese International University, Beirut, Lebanon | 2022

CERTIFICATION

UI/UX Design Bootcamp | SE Factory, Beirut | 2023