

Sara Sallam

UI/UX Designer

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Summary

My mission is to advocate for users in the world of business and technology. With a deep commitment to accessibility, I aim to create engaging design experiences that will empower and delight users through their journey of accomplishing their tasks. By thoroughly investigating user processes and understanding user goals, I always inspire product and development teams to develop strategic experiences that will help users to form meaningful connections with their software.

UX tools

Figma • Pendo • FullStory • Usabilityhub • Jira • Adobe Photoshop • Adobe Illustrator

UX Research

User Interviews • Usability testing • A/B testing • User Surveys • Whiteboarding

Design Skills

User flows • Wireframing • Prototyping • WCAG • Tokens • design system components • Iconography

Experience



UI/UX Designer

Lytho

May 2022 - Present

- Part of an international team of designers and product managers with the ambitious goal of unifying two products DAM (Digital asset management) & Workflow into one Creative Operations Platform (COP).
- Conducted regular meetings with product managers, front-end developers and back-end developers to discuss design requirements, address technical constraints, and refine design solutions for Lytho's new features like Taxonomy groups, Asset fingerprints, Model releases, and providing necessary design support throughout the implementation phase.
- Ensure UI/UX quality by introducing design QA with regular design reviews and checkpoints to the development workflow, effectively catching design-related issues early and significantly reducing the number of post-development design revisions.
- Building user flows, wireframes and interactive prototypes and worked directly with users to gain feedback on them that influences company roadmaps and OKRs

- Incorporated accessibility best practices, ensuring compliance with WCAG guidelines, to design user-friendly features for Lytho's new features and revisit existing flows to improve accessibility..
 - Partnering with the Product manager on Lytho Labs, we visited customers on sites to capture feedback, pain points, and opportunities, as well as build stronger relationships and identify customer champions.
 - Responsible for DAM (Digital Asset Manager) UX research on customer experience, via customer interviews on-site and via video meetings, monitoring clients' wishlist tickets to gauge their preferences. and Pendo observations, to target customer needs, and spot critical flows.
 - Curated a strategy to tackle UX flows that need improvement and worked with product managers to set business value to support story selection and prioritization.
 - Partnered with front-end engineers on an initiative to author a new design system based on tokens, naming conventions, and Figma Storybook integration to maintain a single source of truth. This ongoing work involved constant communication with the engineering team and business stakeholders.
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UX/UI Designer

Freelance

August 2020 - March 2022

Highlighted projects:

Property management app (Jackal):

- Redesigning residents' mobile app and developer's backend.
- The project involved conducting market research, and designing flow diagrams and mockups for existing and new features.
- Designing dashboards for different business modules, sales, finance, operations, legal and marketing
- Designing the company website & marketing message.

Fintech app (Walli):

- Working with product owner and lead software engineer to set product concept and conduct market research. I designed the user experience, user flows, visual styles, and high fidelity mockups for parent and child modules & features.
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Senior Product Designer

Revamp CRM (SaaS CRM for sales and eCommerce businesses)

July 2018 – May 2019 (10 months)

- Design user experience across all touch points, by mapping out customer journeys for a CRM targeting the US market for sales & eCommerce.

- Conduct user & usability research using Hotjar heatmaps, feedback polls, visitor recordings.
 - Improve conversion funnel & work closely with product owner, designers, marketing, content and growth hacking teams.
 - Conduct user life demos to understand and anticipate customer needs and have a close view of shortcomings and prioritize the roadmap accordingly.
 - Evaluate customer support channels (livechat, helpdesk, product documentation) and create improvement action plan.
 - Provide art direction in an agile environment and evaluate product progress at each iteration.
 - Create training plan for new product advocates & customer support agents to ease the onboarding process.
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UX/UI Designer

Revamp CRM (SaaS CRM for sales and eCommerce)

August 2014 – May 2017 (2 years and 9 months)

- Design intuitive RFM segmentation tool based on customers' shopping behavior.
 - Designing email marketing automation with eCommerce best practices to help users increase AOV and ROI.
 - Work with product managers to determine necessary features, content and functionality.
 - Used Figma, Adobe XD, Photoshop and Illustrator to design wireframes, low and high fidelity mockups.
 - Design Sales Reports: Sales Funnel Report, Sales Team Insights, Sales Team Performance and Deal's Dashboard
 - Create wireframes both Computer-drawn and Hand-drawn as well as paper prototypes for the company projects.
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Graphic Designer

Adli Rizkallah Art for Children

Dec 2011 – June 2014 (2 years and 6 months)

- Designing printed advertisements “Flyers, Roll ups, etc...” as well as digital marketing campaigns.
- Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.
- Formulate the art curriculum for AdliRizkallah Art Academy & Create art curriculum illustrations and worksheets.

Education

Bachelor's Degree in Graphic Arts & Design

Faculty of Fine Arts.Helwan University. Egypt