

Sara Sallam UI/UX Designer

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Summary

UI/UX Designer with 5+ years of experience creating B2B SaaS solutions. I lead end-to-end design, from conducting qualitative & quantitative research to polished, accessible interfaces, translating user needs into impactful, brand-aligned designs. Experienced in prototyping, usability testing, and working closely with cross-functional teams to balance user goals, technical constraints, and business needs. Proficient in Figma and Agile/Scrum methodologies with a passion for thoughtful design that delivers real-world impact.

Skills

UX Design

Qualitative & Quantitative Research • Contextual Interviews • Usability testing • User flows • A/B testing • Feature usage analytics • Wireframing • Inclusive Design

UI Design

Visual Design • Prototype • Responsive Design • Design Systems Management • Accessibility

Product Management

Agile • Design Strategy • Stakeholder Management • Cross-Functional Collaboration

Experience



Senior UI/UX Designer

Fullinfo - B2B Data Platform

Oct 2024 - Present

- Lead end-to-end design of Fullinfo's a B2B data platform that provides enriched company and contact insights for sales teams. The product is data-heavy and built on complex search and filtering logic, as well as enrichment models that surface real-time information.
- Designed core features - for Desktop & Mobile - like Search, Company Profiles, Email Verification Model, and Onboarding Flow using Figma for low and high-fidelity prototypes.
- Delivered accessible, user-first experiences by applying WCAG standards and refining complex flows like filtering and profile exploration.
- Collaborated with stakeholders, front-end, ML, and product teams to ship iterative designs in a fast-paced startup and clearly communicate design decisions.
- Built Design System tokenised component library and insured smooth handoff to devs.



UI/UX Designer

Lytho

May 2022 – Oct 2024

- Led design efforts as part of an international team to unify DAM (Digital Asset Management) and Workflow into a single Creative Operations Platform (COP), while expanding the Lytho product suite by adding a Review and Approval solution.
 - Working end-to-end from research, UX, UI, Prototyping, Testing and Delivery. Spearheaded the creation of a new token-based design system with consistent naming conventions, ensuring a unified source of truth across design and engineering.
 - Visited customers on sites to capture feedback, pain points, and opportunities, as well as build stronger relationships and identify customer champions.
 - Conducted user interviews and usability testing with clients (FNV, Vinci Energies, Erasmus University, DAF) to uncover UX gaps affecting contract renewals, leading to targeted improvements that secured renewals and boosted NPS by 12 points.
 - Led regular cross-functional meetings to align on design requirements, address technical constraints, and refine solutions for Lytho features like Taxonomy Groups, Asset Fingerprints, and Model Releases, providing ongoing design support through implementation.
 - Introduced design QA with regular reviews and checkpoints, catching issues early and reducing post-development design revisions significantly.
 - 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 revisited existing flows to improve accessibility.
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UX/UI Designer

Freelance • August 2020 - March 2022

Highlighted projects:

Property management app (Jackal):

- Redesigning residents' mobile app and real estate 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

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

- 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, 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.
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UX/UI Designer

Revamp CRM (SaaS CRM for sales and eCommerce)

August 2014 – May 2017

- 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.
 - Used Figma, Adobe XD, Photoshop and Illustrator to design wireframes, low and high fidelity mockups.
 - Design Sales Reports and Dashboards: 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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Education

Bachelor's Degree in Graphic Arts & Design

Faculty of Fine Arts, Helwan University, Egypt (2005 – 2010)