Sulthana Safeer

+971543397029 · sulthana.safeer123@gmail.com ·
Fujairah | Dubai | UAE
Linkedin

UX/UI DESIGNER - BUILDING AI PROFICIENCY

Results-driven UX/UI Designer with a proven track record in creating intuitive user interfaces and enhancing user experiences for innovative projects, including Biebite, a semi-finalist at the App Olympics, which was announced by H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum. Contributed as Marketing Associate (UX/UI) at FoodSwap and the Launch Emirates initiative at SinX Solutions. Proficient in Figma, V0, Bolt, and Magic UI, applying iterative design processes to meet strategic goals. Gained experience in digital marketing through an internship with the Kerala Development and Innovation Strategic Council, managing content strategies and social media engagement. Honed design expertise at Publicis Sapient, delivering user-centered solutions. Founder of the Middlesex University Dubai Cyber Club, recognized with the Student Award for Club Coordinator.

PROFESSIONAL EXPERIENCE

Founder, Biebite (Mobile Application) | UX/UI Design   **Nov 2024 – Present**
Semi-Finalist, App Olympics – Best Youth App

- Recognized in the App Olympics, an initiative announced by H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai.
- Led the end-to-end design and development of Biebite, focusing on user-centric UX/UI design.
- Conducted user research, wireframing, and prototyping to enhance usability and engagement.
- Managed product strategy, branding, and usability testing for a seamless user experience.

Jan 2025– Present

FoodSwap
Marketing Associate (UX/UI)

- Contributed to the UX/UI design of FoodSwap, ensuring a seamless and engaging user experience.
- Developed wireframes, Website structure and visual assets to enhance app usability and branding.
- Collaborated with marketing teams to create compelling digital campaigns and user engagement strategies.

SinX Solutions (Start-up)   **Nov 2024 – Dec 2024**
UX/UI Designer

- Designed and implemented user interfaces for Sinx Solutions' Launch Emirates project, enhancing user engagement.
- Leveraged proficiency in design tools (Figma, V0, Bolt, Claude 3.0, Magic UI) to support iterative design processes and ensure alignment with project goals
  Project Launch emirates

Kerala Development and Innovation Strategic Council
Digital Marketing Intern   **Sept 2024 – Dec 2024**

- Assist in creating engaging content for various digital platforms, including social media, blogs, email newsletters, and websites.
- Help manage and grow KKEM's social media presence on platforms such as Facebook, Twitter, LinkedIn, and Instagram.
- Prepare and contribute to digital ad campaigns across various platforms.
- Assist in creating and executing email marketing campaigns, including template design, list segmentation, and performance analysis.
- Conduct market research to identify trends, audience preferences, and the competitive landscape, providing insights to refine marketing strategies.
- Prepare campaign strategies and assist in developing promotional materials and online advertisements.

Publicis Sapient   Jun 2023 – July 2023
Experience Design Intern & Engineering

- Web Designer/Creative Intern contributing to projects for Saudi Arabia's upcoming ventures.

Middlesex University Dubai   Sept 2023 – April 2024
Founder of Cyber Club (CET department) | Recieved: Student Awards For Club Coordinator

- Founder of the first technology-based club at Middlesex University under Computer Engineering and Informatics' department, which was founded in 2023. The club's main goal is to bring together students from various academic fields (such as business, marketing, graphic design, etc.) so they can collaborate on innovative technical projects and learn from the club.

EDUCATION   Sept 2021 – April 2024

Middlesex University Dubai
Bachelor of Engineering. Computer System (First Class Honours)