Homepage
Hello! I'm Athoob AlRoumi, and I am a UX/UI designer with a strong background in Finance, I specialize in creating intuitive and user-friendly interfaces within the Fintech sector. My experience bridges the gap between digital banking and seamless user experiences.
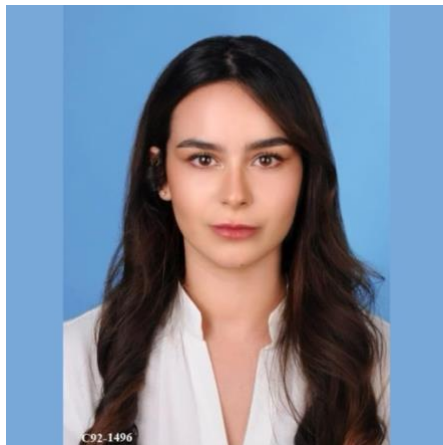
Project Description
Reach is a versatile gym booking app that allows users to easily reserve spots in fitness classes and manage their gym subscriptions. The app offers a seamless experience, enabling users to browse class schedules, book sessions, and track their fitness progress all in one place. With Reach, staying committed to your fitness goals has never been more convenient.

About Page
After graduating with a bachelor's degree in finance, I quickly realized my passion extended beyond core banking and into the world of design. Determined to pivot, I taught myself UX/UI design skills, diving deep into online courses and hands-on projects. I learned many skills working on transformative digital banking projects, blending my financial knowledge with design to enhance customer experiences. This exposure solidified my decision to officially switch my career path to designing digital experiences. Today, I leverage both my finance background and design expertise to innovate in the fintech space.
I specialize in designing user interfaces using tools like Sketch, Figma, Photoshop, and Illustrator, creating intuitive and visually appealing experiences. My expertise spans interviewing, wireframing, prototyping, user interface and graphic design, enabling me to deliver high-quality, user-centered designs.


Project Brief
Project Description

The purpose of this project was to research and design a mobile app that simplifies the process of booking classes and managing gym subscriptions for fitness enthusiasts. The objective was to create a user-friendly platform that addresses the needs of avid gym-goers, offering a seamless experience from class reservations to subscription management. My role involved leading the design efforts, from initial research, branding, user interface to final prototyping, over the course of two months.

The project followed a structured process, beginning with user research, where I conducted interviews with fitness enthusiasts to understand their pain points and preferences. Based on these insights, I moved into the design phase, focusing on creating an intuitive interface that prioritizes simplicity, ease of use and functionality. Wireframing and prototyping were key steps, ensuring that the app's flow was smooth and met user expectations. The final design was a polished, easy-to-navigate app tailored to the everyday needs of gym-goers, making class bookings and subscription management effortless.
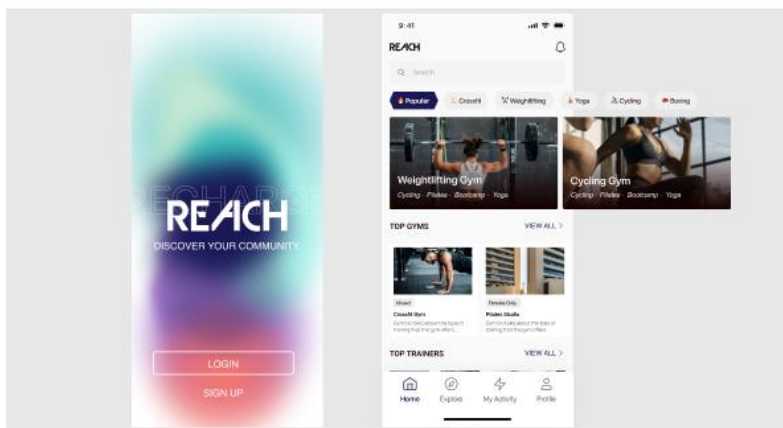
Color & Style

The stylistic decisions for the app's color palette centered around creating a vibrant and energetic vibe that balances fun with trustworthiness. By incorporating shades of blue and turquoise, I aimed to evoke a sense of calm and reliability, essential for an app that handles payments. These colors are often associated with trust and stability, providing users with confidence in the platform's security.

To inject energy and playfulness into the design, I added pops of pink and purple. These hues bring a dynamic and lively feel to the app, making it visually engaging and appealing to fitness enthusiasts. The interplay of cool blues with warm pinks and purples creates a balanced aesthetic, ensuring that the app is not only fun to use but also conveys the seriousness needed for managing gym subscriptions. This combination of colors helps position the app as both a reliable and enjoyable tool for gym-goers.