

SAMI FARES

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UX/UI Design | Responsive Design | Figma | Visual Hierarchy | Accessibility

Junior UX/UI designer with experience delivering intuitive digital products across web and mobile platforms. Skilled in translating research and client goals into accessible, high-fidelity designs using tools like Figma and Adobe Creative Suite, along with modern UI principles including layout, hierarchy, and responsive interaction. Experienced in full design cycles — from research and prototyping to developer handoffs and comfortable balancing usability with stakeholder expectations. Proficient in front-end principles through a coding bootcamp background, and focused on crafting inclusive, user-first digital experiences.

CORE COMPETENCIES: Content Strategy | UX Copywriting & Microcopy | Responsive Web & Mobile Design | SEO & UI Design Best Practices | Cross-Platform Product Design | Figma | Wireframing & Prototyping | Basic Front-End Understanding | Client Collaboration | Accessibility Considerations | End-to-End Project Ownership | Time & Task Management

PROFESSIONAL EXPERIENCE

Self-employed - Remote

2024 – 2025

MoodTunes (Personal UX Project)

- **Mobile App Design:** Designed and prototyped a mood-responsive music app that curated playlists based on users' emotional state, energy, and activity — delivering personalized, context-aware listening experiences.
- **Seamless User Experience:** Leveraged emotional design and UX principles to simplify user interactions, reduce cognitive friction, and ensure seamless, intuitive playlist generation.
- **User-Centered Content Curation:** Curated emotionally resonant music and emerging local artists based on user location, mood, and activity, supporting discovery without disrupting the user flow.

Freelance UX/UI Designer, Jones Pressure Washing

- **SEO Content Strategy:** Launched a conversion-optimized website for a new home services brand with no prior digital presence, delivering a fully responsive design system, SEO-rich copy, and scalable architecture in just six weeks.
- **User Experience Design:** Created high-fidelity mockups in Figma using a mobile-first approach, with clear hierarchy, scannable service cards, and lead-driving CTAs like “Request Your Free Estimate”.
- **Local SEO Optimization:** Boosted visibility in the New Jersey market by embedding town- and county-level keywords, optimizing header structure (H1/H2), and writing geo-targeted copy.
- **UX Research & Strategy:** Conducted competitive analysis and lightweight research interviews to guide UX decisions, focusing on trust-building for a business with no existing brand assets or social proof.
- **Trust-Centered Branding:** Built visual credibility through premium color schemes, strong typography, and persuasive UX copywriting to position the brand as professional and reliable.
- **Developer Collaboration:** Delivered complete design specs and assets for handoff while collaborating closely with a front-end developer to ensure responsive, accessible, and pixel-accurate implementation.

Freelance UX/UI Designer 360 Degree Care (Home Healthcare)

- **Healthcare UX Design:** Designed and launched a multi-page website for a new home healthcare brand in five weeks, supporting families making emotional care decisions through clear structure, accessible design, and user-centered content.
- **User Feedback:** Received praise from both client and early users for emotional tone and usability.
- **User Empathy & Client Alignment:** Translated real-world insights from informal user interviews and client discussions into trust-focused UX decisions, ensuring the site met emotional and informational needs effectively.
- **Balancing Client Vision & Usability:** Integrated a bold client-driven aesthetic while maintaining accessibility, clarity, and mobile usability, navigating oversized fonts, vibrant colors, and unconventional layouts.
- **Emotional Content Strategy:** Created a warm visual tone using SEO-structured copy, authentic imagery, and layout choices.

EDUCATION

B.S. in Music Production (Honors), Full Sail University | Jun 2017
Front-End Development Certificate, Rutgers Coding Bootcamp | May 2022

TECHNICAL SKILLS

Design: Figma | Adobe Creative Suite
Web: HTML | CSS | Dev Handoff Documentation
Other: Notion | Slack