Sami Fares

River Vale, NJ | 201-468-2130 | Samifdesigns@gmail.com | samifares.com | LinkedIn

SUMMARY

UX/UI designer with experience delivering end-to-end web and mobile products across healthcare, home services, and entertainment. Skilled in UX research, wireframing, prototyping, and content strategy. Focused on crafting mobile-first, user-centered experiences that drive engagement and meet business goals.

FREELANCING EXPERIENCE & PROJECTS

Freelance/Contract UX work   **November 2024 - Present**

MoodTunes
UX/UI Designer
- Designed and prototyped a concept mobile app that curates playlists based on user mood, energy, and activity—offering a personalized, emotionally responsive listening experience.
- Created user flows, wireframes, and high-fidelity mockups in Figma, focusing on intuitive navigation and personalized content recommendations based on user context.
- Applied emotional design and minimal interaction principles to reduce cognitive load, simplify user actions, and demonstrate user-centered thinking in a mobile-first experience.

Jones Pressure Washing
Freelance UX/UI Designer
- Designed and launched a fully responsive website for a new home services brand, resulting in 40–60% monthly traffic growth and consistently high engagement through clear structure, layout, and calls to action.
- Created high-fidelity wireframes and interactive prototypes in Figma using a mobile-first, accessibility-conscious approach with scannable service sections and optimized conversion paths.
- Led content strategy and page architecture based on informal user interviews, partnering with the developer to deliver responsive specs and build a credible online presence for a business with no prior digital footprint.

360 Degree Care
Freelance UX/UI Designer
- Designed and launched a multi-page website for a new home healthcare provider, establishing a digital presence and driving sustained traffic growth through emotionally supportive UX, clear content, and SEO-informed structure.
- Created mobile-first wireframes and high-fidelity mockups in Figma, balancing client-directed visual preferences with accessible, responsive design to ensure usability across audiences and devices.
- Led content and layout strategy informed by user interviews and competitive research, shaping a trustworthy visual tone and intuitive site architecture for families navigating sensitive care decisions.

Previous Experience   **August 2017 - October 2024**

Freelance Music Producer & Audio Engineer
- Led recording and production sessions, delivering polished results under tight deadlines with real-time creative feedback.
- Handled recording, editing, and mixing across genres, aligning each track with the artist's vision and industry standards.
- Advised artists on branding, distribution, and monetization to help launch market-ready music.

EDUCATION

Full Sail University
Bachelor of Science in Music Production, *Honors*   June 2017

Rutgers University Coding Bootcamp
Certificate in Front-End Web Development   May 2022

SKILLS

Core: User Experience Design | Wireframing & Prototyping | Mobile-First & Responsive Design | Visual & Interaction Design | UX Research & User Flows | Accessibility (WCAG) | Information Architecture | UI Design Best Practices | Design Systems | Developer Handoff | Content Strategy & Messaging | Emotion-Centered Design | Agile & Iterative Design | On-Page SEO

Technical: Figma | Adobe Photoshop | Webflow | HTML | CSS | VS Code | Notion | Slack | Google Workspace | Git