SAMI FARES

River Vale, NJ | 201-468-2130 | Samifdesigns@gmail.com | www.SamiFares.com | www.linkedin.com/in/sami-fares812

UX/UI Design | Accessibility & Usability | User-Centered Content & SEO

Creative and user-centered Junior UX/UI Designer with experience delivering intuitive, SEO-optimized digital products across web and mobile platforms. Skilled in turning research into clean, accessible interfaces while balancing client needs with design best practices. Proficient in Figma, Adobe Creative Suite, and modern UI principles including layout, hierarchy, and responsive design. Experienced in collaborating with developers, supported by a solid understanding of front-end principles gained through a coding bootcamp. Adept at managing end-to-end design processes and integrating feedback to align outcomes with client expectations. Focused on delivering polished, user-first interfaces that prioritize accessibility and performance.

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**
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.

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.

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.

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