

ADDITIONAL INFORMATION

Creative and detail-oriented Senior Graphic & UI/UX Designer with over six years of experience crafting impactful digital and visual designs for brands, startups, and events. Skilled in UI/UX design, branding, marketing, and visual storytelling, with a strong focus on user-centered design and brand identity consistency. Proven ability to manage multiple projects, lead design initiatives, and collaborate across cross-functional teams to deliver innovative, business-driven creative solutions.

LATEST PROJECT

Salar Jamal – E-Commerce Web App Design & UX Case Study **2025**

- Led the complete UX process for the Salar Jamal e-commerce platform, from research and wireframing to high-fidelity prototyping.
- Designed responsive layouts and component-based UI for both desktop and mobile platforms.
- Conducted user testing to refine the checkout flow, product browsing, and purchase journey.
- Created a full UX case study demonstrating user journey optimization, visual direction, and a scalable design system.

WORK EXPERIENCE

Marketing Specialist & UI Designer – ZUU Delivery | Erbil **Apr 2025 – Present**

- Leading redesigns and improvements to the ZUU Delivery mobile app, focusing on checkout flow, UI components, and visual hierarchy.
- Designing banners, app visuals, and social media campaigns to strengthen brand presence and engagement.
- Managing marketing content and event branding for HITEX and Knowledge Job Fair, including booth and digital media design.
- Collaborating with developers to maintain design consistency and optimize the user experience.

Creative Designer – TEDx Mosul | Mosul **Oct 2025**

- Designed and produced all visual assets for the TEDx Mosul event from concept to execution.
- Handled printing materials, social media campaigns, and website design to ensure cohesive branding.
- Collaborated with organizers to develop the event's creative theme and audience engagement visuals.

UI/UX – Lezzoo | Erbil
Sep 2023 – Mar 2025

- Designed and implemented new homepage, market, taxi, and gaming sections for the Lezzoo app and website.
- Created reusable UI/UX components and established a consistent design system.
- Produced engaging marketing visuals, banners, and in-app promotions aligned with product goals.
- Collaborated with product managers and engineers to deliver user-centered updates and features.

UI/UX & Branding Designer – Meraki Ventures | Erbil
2022 – 2023

- Designed websites and digital platforms for NGOs, corporate clients, and Meraki's internal projects.
- Built user flows, wireframes, and responsive prototypes for web and mobile experiences.
- Developed design systems and brand guidelines for client and in-house platforms.
- Worked on Salar Jamal – E-Commerce Web App UX Case Study, leading full UX research and interface design from concept to final prototype.

UI/UX & Graphic Designer – Arbela | Erbil
Dec 2022 – Jul 2023

- Designed the Arbela website and contributed to the redesign of its mobile app.
- Created cohesive marketing visuals and digital assets for brand campaigns.
- Supported the product team with design documentation and visual consistency improvements.

UI/UX & Graphic Designer – DuCIRCLE | Erbil
May 2022 – Dec 2022

- Led a full website redesign and refreshed the mobile app interface for improved usability.
- Designed banners, visuals, and digital layouts for campaigns and product launches.
- Implemented user feedback to optimize the platform's design and performance.

Graphic Designer & POS System Admin – Cardhouzz | Erbil
May 2022 – Dec 2022

- Designed POS system interfaces and layouts for improved usability and consistency.
- Coordinated with software teams to integrate visual assets into operational systems.
- Created promotional materials and product catalogs for retail campaigns.

Graphic Designer – NassPay | Erbil
May 2022 – Dec 2022

- Designed marketing materials and digital assets for fintech products.
- Developed motion graphics and infographics to visualize product features.
- Collaborated with marketing teams to align visuals with brand guidelines.
- Designed marketing and social media visuals for fintech campaigns.
- Supported branding and product awareness through creative digital materials.

UI/UX & Graphic Designer – NassWallet | Erbil
May 2021 – Apr 2022

- Designed the NassWallet website, Request Money section, and Dashboard layout in the app.
- Created banners and promotional visuals to support feature launches.
- Enhanced usability and layout through iterative design and testing.

Graphic Designer & Illustrator – Pateel Center | Erbil
Jan 2020 – Apr 2020

- Designed print-ready posters, packaging, and marketing materials.
- Created custom illustrations to support promotional campaigns.

Freelance Graphic Designer – Various Clients (Tor Net, Jizdan, Phantom Design, AMLAK Real Estate, Multipath) | Erbil

- Delivered branding and digital design solutions for clients in multiple industries.
- Managed project scopes, design feedback, and final deliverables independently.
- Specialized in logo creation, brand identity systems, and social media campaigns.

EDUCATION AND TRAINING

- B.Sc. in Chemical Sciences – University of Salahaddin | 2019 – 2020
- Fundamentals of Graphic Design (Online) – California Institute of the Arts | 2020
- Foundations of User Experience (UX) Design (Google Certified) – Google | 2022
- Graphic Design Masterclass (Online) – Udemy | 2022

DIGITAL SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe XD | Adobe InDesign | Adobe After Effects | Figma | Microsoft Word | Excel | PowerPoint | Outlook | Social Media Marketing | UX Research | Prototyping | Wireframing

LANGUAGE SKILLS

Mother tongues: Kurdish (Sorani)
Other languages: Arabic – Fluent (spoken and written) | English – Good written proficiency; limited verbal proficiency

ADDITIONAL INFORMATION

Creative, motivated, and highly adaptable designer with a passion for innovation and digital design excellence. Known for balancing creativity with functionality, delivering results that align with business goals and user needs.