

Mohammad Abu-aisheh

UI/UX Designer | Product Designer | Arabic & English (RTL) Interfaces

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PROFESSIONAL SUMMARY

Junior UI/UX and product designer and Software Engineering student (B.Sc., expected 2027), taking products from user research to accessible, high-fidelity Figma design in Arabic (RTL) and English. 11 written case studies across B2B SaaS, mobile, healthcare, fintech and e-commerce, including a freelance marketplace redesign, a second-place contest entry and a Dean's-certificate contest project. Writes HTML, CSS and JavaScript, so hand-offs cover the components and states developers need.

EDUCATION

B.Sc. in Software Engineering

2023 – 2027 (expected)

Applied Science Private University (ASU), Amman, Jordan

Coursework: Software Methodologies (Agile), Object-Oriented Programming, Databases, ASP.NET Core MVC.

UI/UX Design Bootcamp (150 hours)

Feb – Jun 2025

ASU Consultation and Training Center, Amman, Jordan

Research, wireframes and high-fidelity Figma prototypes.

AWARDS AND TRAINING

- Second Place, UI/UX Contest V5, ASU (May 2025)
- Dean's Certificate of Significant Participation, UI/UX Contest V6, ASU (Jun 2026)
- 42 Amman Piscine (intensive coding programme), 42 Amman (Aug 2024)
- Talk: Requirements and Expectations in UX/UI Design (Jun 2025)

EXPERIENCE

UI/UX Designer (Contest Project)

Jun 2026

ASU UI/UX Contest V6, Faculty of IT, Amman

- Designed Filis, a student budgeting app, solo from research to high-fidelity prototype.
- Surveyed 56 students and ran interviews; synthesised the findings with affinity mapping into four personas and eight problem statements.
- Designed 27 core high-fidelity screens including voice expense entry and an Emergency Mode; verified WCAG contrast and colour-blind safety. Received the Dean's Certificate.

Freelance UI/UX Designer

Oct 2025 – Nov 2025

Classifieds marketplace client (confidential, presented as "Suqna")

- Delivered an end-to-end Figma redesign (web and mobile) for a live classifieds marketplace across six verticals (cars, property for sale and rent, jobs, services, furniture and electronics).
- Audited the product and rebuilt the information architecture around three user jobs (find, sell, manage) instead of six separate verticals.
- Unified six inconsistent listing cards into one reusable component and moved to a category-first header with secondary actions in one icon rail.
- Replaced a long ad-posting form with an eight-step guided flow and delivered full desktop-to-mobile parity.

SELECTED PROJECTS

Rawaa: WhatsApp loyalty and review platform for restaurants (2026). Self-initiated B2B SaaS concept: desk research and a competitor SWOT around owners, guests and staff; 46 wireframes grown into 62 final screens; design system and live Figma prototype.

Sehati: healthcare booking, pharmacy and AI assistant app (2025, team). Audited seven competitor apps, mapped user flows, designed the UI, checked it against Nielsen's heuristics and wrote a test plan.

Legacy: menswear shopping iOS app (2026). Four personas, wireframes, a 60-30-10 style guide, one-screen checkout.

Tesco Localization: Arabic RTL e-commerce adaptation (2025). Mirrored RTL layout and Arabic type.

SKILLS

UX research: User interviews, surveys, competitor analysis, personas, affinity mapping, user journeys, usability test plans, heuristic evaluation

UI design: Wireframing, high-fidelity UI, prototyping, design systems and tokens, responsive design, WCAG 2.2 AA, Arabic RTL and bilingual UI

Tools and methods: Figma (Auto Layout, components, variants), FigJam, AI-assisted prototyping, Agile/Scrum, developer handoff

Technical: HTML, CSS, JavaScript, C#, ASP.NET Core MVC, Java, C/C++, OOP, databases

Languages: Arabic (native), English (intermediate, written and spoken)