

# FAY AL NAJJAR

VISUAL DESIGNER | UI/UX & BRAND | SaaS

B2B

B2C

ECOMMERCE

LEGAL TECH

LOGISTICS SaaS

EDU TECH

SEE  
PORTFOLIO

[www.fayalnajjar.com](http://www.fayalnajjar.com)



*Senior Designer* with

experience in UI/UX design and brand development, particularly within SaaS start-ups. Proven ability to create engaging user experiences, design scalable design systems, and develop compelling brand identities. Passionate about optimising digital platforms to enhance usability and engagement.

## Education

MA Consumer Design

BA Product Design

## Skills

UI/UX Design   User Research  
Wireframing   Motion Graphics  
Branding & Visual Design  
Design Systems

## Tools

**UI/UX & Prototyping:**  
Figma, Adobe XD

**Graphic Design:**  
Illustrator, Photoshop

**Motion Design & Video Editing:**  
SVGator, AfterEffects, Premier Pro

**Development Collaboration:**  
Webflow, Trello, Figma, Notion

**Marketing & Automation:**  
Zoho, Mailchimp, Canva

2025 - PRESENT



### SENIOR PRODUCT DESIGNER

- Designed the organisation's new Online Learning Platform, creating intuitive user flows, wireframes, and high-fidelity UI to support engaging learning experiences.
- Developed a scalable design system to ensure consistency across web, platform, and marketing touchpoints.
- Created marketing assets to support outreach and engagement campaigns.
- Collaborated with stakeholders, educators, and developers to ensure design decisions aligned with educational goals and user needs.

2023 - PRESENT



### HEAD OF DESIGN + MARKETING

- Led the end-to-end redesign of the company's SaaS dashboard, optimising UI and UX.
- Developed and implemented a scalable design system, ensuring consistency across digital products and marketing assets.
- Spearheaded brand development strategies, increasing user engagement.
- Created data-driven marketing assets and campaigns, driving higher conversion rates and brand awareness.

2021 - 2023



### SENIOR DESIGNER & DIGITAL MARKETING EXECUTIVE

- Designed UI/UX and graphics for the cloud-based desktop portal and app, streamlining workflows and improving navigation for users.
- Led the rebrand, including website redesign, brochures, social media assets, event materials, and animations.
- Provided company-wide art direction, ensuring brand consistency across all communications.
- Mentored junior designers and collaborated cross-functionally to optimise product design.

2021



### GRAPHIC DESIGNER & DIGITAL MARKETING ASSISTANT

- Designed marketing assets, including social media graphics, animations, and promotional campaigns.
- Executed content strategies, contributing to increased brand visibility and engagement.

2020 - 2021

### FREELANCE GRAPHIC DESIGNER

- Developed brand identities, logos, and social media content for startups and small businesses.
- Designed bespoke wedding stationery and custom illustrations.

2019



### JUNIOR DESIGNER

- Designed editorial layouts, retouched images, and assisted with photoshoots.
- Gained hands-on experience in print and digital publication design.