

FAY AL NAJJAR

VISUAL DESIGNER | UI/UX | BRAND | SaaS

PORTFOLIO

www.fayalnajjar.com



eluna

2025 - PRESENT **B2B** **WMS**

FOUNDING DESIGNER

- Co-founded and led all design initiatives for a WMS, shaping the product from concept through to launch.
- Designed and developed the full brand identity, including logo, visual language, and brand guidelines.
- Led end-to-end product design creating user flows, wireframes, and high-fidelity UI.
- Designed and launched the company website, optimising for both user experience and conversion.

2023 - PRESENT **B2B** **B2C** **ECOMMERCE**

EZI RETURNS

HEAD OF DESIGN + MARKETING

- Led the end-to-end redesign of the company's SaaS dashboard, optimising UI and UX.
- 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.

2025 - 2026 **B2C** **EDTECH**

ignite hubs

FREELANCE 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 educators and developers to ensure designs aligned with educational goals and user needs.

2021 - 2023 **B2B** **LEGALTECH**

PERFECT PORTAL

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 **B2B** **LEGALTECH**

PERFECT PORTAL

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 **B2B** **B2C** **ECOMMERCE** **EDTECH**

FREELANCE GRAPHIC DESIGNER

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

2019

COSMOPOLITAN

JUNIOR DESIGNER

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

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, Lovable

Graphic Design:
Illustrator, Photoshop

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

Development Collaboration:
Webflow, Trello, Figma, Notion

Marketing & Automation:
Zoho, Mailchimp, Canva