

Salsi Salama

Digital Art Director

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(330) 598 - 8323

Professional Summary

Digital Art Director with hands-on experience across web design, branding, motion, and design systems for clients in fintech, nonprofit, education, and consumer industries. Skilled at translating strategy into polished, on-brand visual work, from websites and marketing assets to motion graphics and 3D content. Works closely with strategists, developers, and stakeholders to deliver results that are both visually sharp and purpose-driven, with a particular passion for design that creates real impact for mission-driven organizations.

Experience

Digital Art Director | Carney

2021 - 2026 / Pittsburgh, PA (Hybrid, Remote)

- Led creative campaigns and web design projects for clients across fintech, nonprofit, education, and consumer brands, balancing strategic goals with strong visual execution.
- Designed and maintained mobile and desktop applications, building cohesive design systems and UI kits that kept user experiences consistent across platforms.
- Partnered closely with stakeholders across disciplines to keep creative work aligned with project goals and delivered on time.
- Introduced new design tools and workflow improvements that increased team productivity.

Head of Design, Lead UX Designer | ZIZO Technologies

2023 - 2024 / Anchorage, AK (Remote)

- Owned a full company rebrand, developing a new visual identity from the ground up, including logo, color, and typography, and rolling it out across product and marketing to unify the brand experience.
- Led UX design for a workplace gamification platform, driving a 25% increase in user engagement through thoughtful, research-backed design.
- Built and implemented a scalable design system, cutting design-to-development handoff time and improving feature adoption.
- Mentored a remote team of 3 junior designers through structured critique and feedback.

Digital Designer | Carney

2020 - 2021 / Pittsburgh, PA (Remote)

- Designed marketing websites, app interfaces, and social media campaigns, keeping visual and interaction design consistent across digital platforms.
- Created video animations and multimedia marketing assets that boosted client digital presence and strengthened brand visibility.
- Collaborated with in house and client side marketing and development teams to streamline cross-functional workflows.

Junior Digital Designer | Drund

2019 - 2020 / Youngstown, OH (Hybrid)

- Designed app features and built two comprehensive design system libraries, leading to a 35% improvement in development efficiency.
- Contributed to 3D design efforts for augmented reality projects, enhancing user engagement and overall user experience through immersive interactions.

Tools

Design

Figma, Adobe Creative Suite, Lottie, Rive, Webflow, Invision, Blender 3D, Spline Tool, Spark AR

Product / Project Management

Jira, Trello, Slack, Wrike, Notion, Microsoft Teams

Skills

Design

Web Design, Branding, Brand Illustration, UI Kits and Design systems, Design process, Motion design, 3D design

Research

User interviews, Usability testing, Persona hypothesis, Competitor analysis

Connect

Social Links

Linkedin.com/salsisalama
Behance.com/salsisalama
Dribbble.com/salsisalama