

GEORGES BARADEHI

UX & Digital Designer

UX strategy · Interaction design · Design systems

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UX & Digital Designer specialising in user journeys, inclusive interfaces and design systems. I combine needs analysis, prototyping and brand identity to create clear, coherent digital experiences. My work in business applications, AI and automation connects design decisions with operational needs.

UX & DIGITAL EXPERTISE

Understand: user research, interviews, UX audits, customer journeys and business needs analysis.

Design: Figma prototyping, interaction design, design systems, mobile-first, accessibility, LTR/RTL.

Refine: usability testing, user feedback, behavioural analysis and journey optimisation.

PROFESSIONAL EXPERIENCE

UX & Digital Designer

Smart Enseignes · Continuing as a freelance partner · 2023 - present · Drap, France

- Redesigned digital journeys, responsive pages and content hierarchy for yachting, retail and luxury audiences, informed by data analysis and user feedback.
- Built a modular Figma design system to unify interfaces and support iteration; extended the brand identity across digital and print touchpoints.
- Create AI-assisted business applications to simplify internal operations, alongside marketing automation and Webflow implementation.

Digital Designer & UX Consultant

Freelance · 2021 - present · Nice & remote

- Audit customer journeys for private aviation and interior design businesses; analyse needs and develop UX recommendations.
- Design responsive interfaces, prototypes and visual identities for lifestyle and wellness brands and startups.
- Connect storytelling and visual design with conversion goals; deliver websites and automated workflows.

TEACHING & ADDITIONAL EXPERIENCE

Bay Atlantic University · 2026 - Delivered a masterclass and workshop on generative AI, reasoning AI and business applications.

Meta Spark AR creator programme · 2021 - 2022 - Created interactive effects for Instagram and Facebook.

Internships · Polytech Nice Sophia / Sermed / Bosshard · 2021 - 2022

Digital communication, content creation and graphic production.

EDUCATION

UX/UI Diploma · American University of Beirut - Mediterraneo · August 2025

User research, prototyping, accessibility and bilingual LTR/RTL interfaces.

French vocational baccalaureate · Print & Multimedia Production

Don Bosco, Nice · Prepress, colour management and graphic production.

TOOLS & DELIVERY

Figma · Adobe Creative Cloud · Webflow · Framer · Make · n8n · Generative AI · HTML / CSS / JavaScript

LANGUAGES

French: professional fluency · English: C2 · Lebanese Arabic: native