



# Fatima Badr

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## Profile Summary

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Experienced Senior UX Designer with a strong background in finance and economics, bringing a data-driven approach to user experience design. Passionate about crafting meaningful, user-centric solutions that enhance customer journeys, attract new users, and ensure seamless interactions. Adept at translating complex user needs and business goals into intuitive, functional designs across diverse industries, including healthcare, public services, banking, and more.

A collaborative and adaptive team player, constantly striving to grow and innovate in the ever-evolving field of UX design.

## Core Competencies

- **User-Centred Design:**

- Information Architecture.
- User Research.
- Personas & Flows.
- Wireframes.
- Prototyping.

- **Strategic Analysis:**

- Competitor Analysis.
- Benchmarking.
- Data Analysis.
- Industry Trends.

- **Usability Testing & Optimization:**

- User Testing.
- Journey Mapping.
- Interaction Design.
- Continuous Improvement.

- **Project Leadership:**

- Stakeholder Workshops.
- End-to-End Project Management.
- Cross-functional Collaboration.

- **Content & Communication:**

- Bilingual (EN-AR) Content Writing.
- Content QA.
- CMS Management (WordPress).

## Experience

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### Senior UX Designer (RBBi)

Feb 2022 - Present

Lead and manage UX projects across multiple industries, delivering innovative solutions tailored to user needs and business objectives.

- Designed **information architectures** based on user research, industry trends, and competitor analysis, ensuring clear, intuitive navigation.
- Conducted **competitive benchmarking** to highlight best practices and inform design strategies for enhanced user engagement.
- Managed the full lifecycle of **usability testing**—from planning and execution to result analysis, improving product interfaces based on data-driven insights.
- Developed detailed **personas and user flows**, aligning design outputs with user goals and business KPIs.
- Delivered **wireframes and prototypes** that captured project visions, optimized for a seamless user experience.
- Led **stakeholder workshops**, effectively aligning business goals with UX design strategies and ensuring cohesive project execution.

### Content Executive (Freelancer)

Feb 2021 - Jan 2022

Supported local and regional bloggers through optimized content creation and CMS management.

- Produced **bilingual content** (English & Arabic), ensuring cultural relevance and clarity.
- Performed **SEO optimization** through keyword research and localization, driving higher engagement rates.
- Managed **content uploads and quality assurance** using WordPress, ensuring consistency across various platforms.

## Education

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### **B.Sc in Economics, Major in Finance and Banking.**

Faculty of Economics, Finance and Banking Dept.  
November 2021, Tishreen University, Syria.

## Professional Development

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Ongoing UX coursework at [Interaction Design Foundation](#), enhancing skills in user research, interaction design, and UX strategy.