



# ALEENA SAMIR

<https://aleenasamir.com>

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(571) 283 1148

## EXPERIENCE

### **Freelance Product Designer** Energy Company

*May 2024 – Present*

- Designed a Customer Project App (mobile), currently in development, enabling users to track solar project progress and performance in real time.
- Created user flows, low-fidelity wireframes, high-fidelity wireframes, and an interactive prototype to support rapid iteration.
- Built a style guide from scratch, including reusable components, buttons, and design tokens to ensure brand consistency.
- Collaborated closely with the product manager and developers for smooth handoff and implementation.
- Aligned regularly with stakeholders to meet evolving design requirements and deliverables on tight timelines.

### **UI/UX Design Intern** Walletgyde

*Oct 2024 – January 2025*

- Revamped the platform's UI, leading to a 15% increase in user engagement.
- Stayed updated on UI/UX trends, tools, and best practices to inform design decisions.
- Collected and analyzed consumer and competitor data for informed design strategies.
- Produced product demo videos using generative AI tools to promote new features effectively.

### **UI/UX Design Intern** GlobiFYE (B2B SaaS)

*Sep 2024 – November 2024*

- Designed intuitive user interfaces for an Employer of Record (EOR) platform.
- Created user flows, wireframes, mockups, and prototypes to communicate concepts.
- Built and maintained a scalable design system with reusable component libraries.
- Ensured visual consistency and reduced design iteration time by 30%.
- Collaborated with developers and the product manager to streamline implementation and deliver quality experiences.

### **Cake Decorator** The Cake Architect

*September 2019 - August 2023*

- Designed and created custom cakes tailored to client specifications.
- Conducted consultations to understand and deliver on specific design needs.
- Developed strong creative problem-solving skills and attention to detail.
- Gained valuable insights about creativity and purpose, fueling a career shift toward design.

## SKILLS

### **Technical**

Figma . Adobe Photoshop . Google Slides . Adobe Illustrator . Google Sketchup . AutoCAD

### **Design**

Visual Design . Responsive Design . Interaction Design . User research . Wireframing . Usability testing . Information Architecture . Prototyping . Storyboarding . Presentation . Drawing . Typography

## EDUCATION

### **Google** UX Design Certificate

*March 2024 - July 2024*

Finished an intensive training program for entry-level job readiness. Covered 15 modules including UX research, inclusive and accessible design, prototyping, and learnt how to use Figma. Developed a [portfolio](#) with two projects to earn certification.

### **Institute of Culinary Education, NY** The Art of Cake Decorating Program

*August 2021 - November 2021*

Graduated with 4.0 GPA

### **National University of Science & Technology, Pakistan** Bachelors of Architecture

*September 2015 - August 2020*

Chancellor's Silver Medalist, Graduated with 3.65 GPA