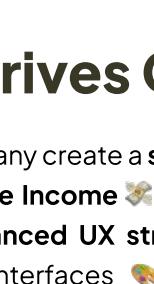


ABRAHAM BAMO

Sr. UI / UX Designer 🔥



UI/UX That Drives Growth 📦

I can help you or your company create a **successful digital idea**💡 that's going to bring **Passive Income**💰 to your business or your clients. By leveraging **advanced UX strategies**🚀 and crafting visually captivating user interfaces🎨, I ensure users make decisions effortlessly🧠. My approach **keeps things intuitive and engaging**😊, so your product does the thinking for them💻💡.😊

👋 Hello! My name is Abraham from Morocco.

I am a **Sr. UI & UX Designer**.

Specialized in **Website Designs, Web app Designs, IOS/Android designs, SaaS, and Complicated Software Designs**.

I have more than **5 years of working experience**🌟

- **2019** Working as an offline freelancer (in Casablanca) + **11 months**
- **2020 - 2022** As an online freelancer (Upwork, Fiverr) + **27 months**
- **2023-2025** With a global company (JoBase US Company) + **24 months**

🔍 I look forward to using my experience To meet customers needs or big companies to work with.

I have completed more than **10 big**🌟 **projects** in the last **5 years**. with its own unique design systems (Health, Real Estate, Finance, Ecommerce, and Crypto)💡

Top Skills As UI DESIGNER

1. How to use Colors & Gradients in large projects

- Primary, secondary, and tertiary colors
- Cool Warm colors
- Monochromatic colors
- Complementary
- Split - complimentary
- Analogous
- Triadic & Tetradic
- Color psychology
- Gender differences *(Audience "Men or Women")
- Semantic colors *(W-E-S-I)
- Neutral colors

2. How to use Typography By picking one font with its own different typefaces in one large project

3. How to use Icons

- Fill or bold icons
- Outline icons
- Linear icons
- Two Tone icons
- Bulk icons
- Broken icons

*We can pick only one for a project "Consistency is the key"

4. How to use Other important components in advanced way that's going to match the whole theme of the project.

- Buttons
- Cards
- Tables
- Forms
- Modals, Popups
- Navigations ...

5. How to deal with Different Screens for different devices (Mobile - Tablet - desktop - TV - smart watch)

6. How to use Layouts & grids for different screens

7. How to use Complex objects and try to make them match the whole theme "pixel perfect"

8. How to use Spacing By picking a grid system (8 or 10 points) on a large project

- Modern Minimal style
- Soft UI
- Flat UI
- Dark mode
- Neumorphism
- Glassmorphism
- Aurora UI Gradients
- Claymorphism
- Neubrualism *Figma using this style
- NeuFlat
- Deep Glass
- Spatial design

10. Spacing * I am always using 8 point grid system

11. Gestalt Principles *similarity, continuation, proximity

12. How to Create Or Use a design systems

13. Prototyping & wireframing

14. Finally developer Handoff 🤝

Top Skills As UX DESIGNER

1. User Research

Conduct in-depth qualitative and quantitative research to understand users' needs, behaviors, and motivations. By leveraging **interviews, surveys, and analytics**, I uncover insights that shape user-centric designs, ensuring that every interaction resonates with the end-user.

2. Information Architecture

Masterfully organize and structure content to enable easy **navigation** and **accessibility**. My focus is on creating intuitive hierarchies that simplify **complex information**, allowing users to find what they need effortlessly.

3. Interaction Design

Design **interactive elements** and **user flows** that enhance the overall experience, making interactions smooth and intuitive. From buttons to complex forms, **every click counts**.

4. Usability Testing

Plan, conduct, and analyze **usability tests** to **gather feedback** and iterate designs. I believe that testing is the backbone of a successful UX design, ensuring designs are not only functional but delightful to use.

5. User-Centered Design (UCD)

Apply **UCD** principles in every project, ensuring that the design is driven by user needs and preferences rather than assumptions. Empathy and **user feedback** are integral parts of my design process.

6. Design Thinking

Utilize design thinking **methodologies** to solve complex problems creatively. This iterative approach allows me to continuously **refine** the design based on **real-world feedback**.

7. Wireframing and Prototyping

Create wireframes and prototypes that help visualize and **test design concepts** early in the process. I aim to ensure that designs are **functional, scalable, and ready for development**.

8. Data-Driven Design

Analyze user data and metrics to inform design decisions and measure success. I ensure that my designs not only look good but also **perform well**.

9. Accessibility (A11y)

Ensure designs are **accessible** to all users, including those with disabilities. I am committed to following **WCAG guidelines** to make inclusive and **equitable experiences**.

Example: Integrated accessibility standards into a global SaaS product, improving accessibility compliance by 70%.

10. Problem Solving

Approach design challenges with a creative **problem-solving** mindset, finding solutions that balance user needs with **business goals**.

11. Collaboration & Communication

Work **effectively** with cross-functional teams, including **developers, product managers, and stakeholders**, to deliver polished and functional products.

Example: Collaborated with a global team at **JoBase** Company to deliver a high-profile project that was praised for its smooth UX.

12. User Testing & Iteration

Conduct user testing to validate **design choices** and iterate based on **real feedback**. I ensure that the design evolves and **improves** at every step.

Let's Create Impactful Digital Experiences Together 🚀

As a UI/UX Designer, my mission is to craft digital products that are not only visually stunning but also provide seamless, user-friendly experiences.

Proven Expertise: With a wealth of experience across industries such as Commerce, Health, Finance, and SaaS, I've designed interfaces that captivate users and enhance business growth.

My Commitment: I specialize in delivering tailored UX solutions that solve real user problems, ensuring that every click, scroll, and interaction is meaningful and effective for your business's success.

How I Can Help Your Product Shine ⭐

Discovery Session: Together, we'll dive into understanding your audience and project goals.

Tailored Strategy: I'll craft unique design solutions that align with both user needs and business objectives.

Execution: From wireframes to final polished designs, I ensure a flawless handoff to development for a smooth launch.

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Let's Talk Now