MOHAMMAD ABU-AISHEH

UI/UX Designer

Amman, Jordan

+962 79 670 1200 | mohammad05abuaisheh@gmail.com | linkedin.com/in/mohammad-abuaisheh | mohammadabuaisheh.me

PROFESSIONAL SUMMARY

UI/UX designer focused on Arabic-first, right-to-left products, taking work from user research to accessible, developer-ready Figma designs in Arabic and English. Final-year Software Engineering student at Applied Science Private University in Amman (graduating 2027). Available for a UI/UX or product design internship or part-time role, hybrid or remote, alongside my studies.

PROFESSIONAL EXPERIENCE

Freelance UI/UX Designer | Confidential classifieds client | Oct 2025 – Nov 2025 | Remote

- Redesigned a live classifieds marketplace end to end in Figma, web and mobile, across six verticals (cars, property for sale, property for rent, jobs, services, furniture and electronics).
- Rebuilt the information architecture around three user jobs (find, sell, manage), so every vertical leads to the same search results and listing page.
- Replaced six inconsistent listing cards with one reusable card component, so a single design fix now applies to every vertical.
- Turned a long ad-posting form into a seven-step guided flow and matched every desktop feature on mobile.
- Delivered the complete web and mobile Figma files directly to the client, who came to me through a referral; the work is published as the “Suqna” case study, with the client’s identity kept confidential.

PROJECTS

Filis: student budgeting app | UI/UX Contest V6 | Jun 2026

- Surveyed 56 university students and ran follow-up interviews in Arabic; synthesised the results with affinity mapping into four personas, eight problem statements and eight user stories.
- Turned findings into features: 84% wanted to see “where my money went”, which became a spending timeline; manual entry was the top reason students quit budgeting apps, which led to voice and receipt-scan logging.
- Designed 27 core high-fidelity screens with an Emergency Mode for the end of the month, built on 201 Figma variables, and checked WCAG contrast and colour-blind previews.
- Awarded the certificate of participation.

Rawaa: restaurant loyalty and reviews on WhatsApp | Personal project | 2026

- Designed a B2B SaaS concept to help restaurants bring guests back through WhatsApp, with no app to download, and to let unhappy guests reach the owner privately before posting a public review.
- Based the product on desk research and a competitor review of two loyalty apps used in Jordan, then defined five design principles that every screen was checked against.
- Built a design system and a fully linked Figma prototype covering the website, onboarding, the owner dashboard and the mobile app.

Legacy: menswear shopping iOS app | Course project | 2026

- Created four buyer personas, each built around a different reason to buy a suit, and used them to decide which features came first.
- Moved size selection and a size guide onto the product page, so buyers worried about the wrong fit decide before they reach the cart.
- Kept checkout to one screen with saved cards and Apple Pay, because the busiest persona needed to finish a purchase in under three minutes.

SKILLS AND TOOLS

Research: Surveys, user interviews, competitor analysis, affinity mapping, personas, user flows, heuristic evaluation

Design: Wireframing, high-fidelity UI, prototyping, design systems and Figma variables, accessibility (WCAG 2.2), Arabic RTL and bilingual UI

Tools: Figma, FigJam, Google Forms; confident with AI tools for design and research (UX Pilot, Figma Make)

Languages: Arabic (native), English (intermediate, professional working use)

AWARDS AND TALKS

- Second Place, UI/UX Contest V5, Faculty of IT, ASU (May 2025)
- Certificate of participation, UI/UX Contest V6, Faculty of IT, ASU (Jun 2026)
- Talk: “Requirements and Expectations in UX/UI Design” (Jun 2025)

EDUCATION

B.Sc. in Software Engineering | Applied Science Private University (ASU) | 2023 – 2027 (expected)

- Relevant coursework: UI/UX Design, Software Methodologies (Agile), Project Management, Requirements Engineering, Object-Oriented Programming, Databases.

UI/UX Design Bootcamp (150 hours) | ASU Consultation and Training Center | Feb – Jun 2025

- The complete UI/UX process, end to end: user research, personas, user flows, wireframes, UI design, design systems, prototyping and usability testing in Figma.

Piscine, intensive coding programme | 42 Amman | Aug 2024