

Hi, I'm a UX/UI Designer creating & designing magic experiences.

Nice to meet you! 🤝

My main focus is on mobile apps, websites, and everything revolving around the digital UX world. Over time I've designed UI for interfaces and websites, contributed to the creation of design systems, participated in user research processes, and more. Oh, and I'm also proficient in frontend development (HTML, CSS, Javascript).

Hard skills: UX, UI Design, Interaction Design, Design Systems, User Research - HTML, CSS, SASS, Javascript.

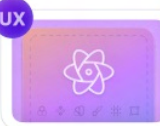


Work Experience

- Product & Growth Designer @BendingSpoons** 10/23 - current
 - Designing wireframes, mockups, and high-fidelity prototypes across all platform touchpoints, including web, mobile, and desktop.
 - Working on various design initiatives for the Evernote product, focusing on enhancing the user interface and designing new features to drive product and growth goals.
 - Contributing to high-impact growth and product initiatives to increase the product's revenue.
- UX/UI designer @Switcho** 05/2023 - 08/2023
 - Designed wireframes, mockups and hi-fi fidelity prototypes across the mobile app, desktop and landing pages.
 - Led the restructuring of the design system by implementing design best practices. This resulted in a stronger alignment between designers and devs, leading to a faster development and design process.
 - Increased the conversation rates of the main product funnels by conducting heuristic evaluations and user research, identifying user pain points and proposing solutions to address them.
- Web designer - freelancer** 08/2021 - 11/2021

I've designed and built websites for many different clients, always following a user centered approach while taking into account the client's needs and business goals
- Web designer and frontend dev @nthn.it** 06/2021 - 08/2021

Proactively proposed to redesign and develop the agency website from scratch, resulting in an increase in leads for the agency. I was in charge of the design concept and building the site with a CMS and custom code.

Showcase of my work ✨

- UX**  **Design system**
DesignOps case study
bilal.world/switcho
- UI**  **UI projects**
Dribbble portfolio
dribbble.com/bilal_limi
- Creating. Iterating. Design.**  **My website**
Full work showcase
bilal.world

Certifications

Google UX Course 05/01/2022 - 25/05/2022

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low-Fidelity Prototypes
- Create High-Fidelity Designs and Prototypes in Figma

Education

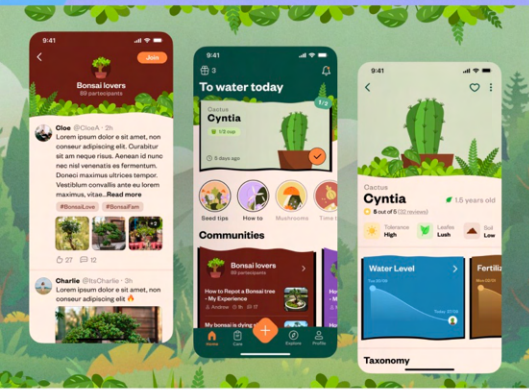
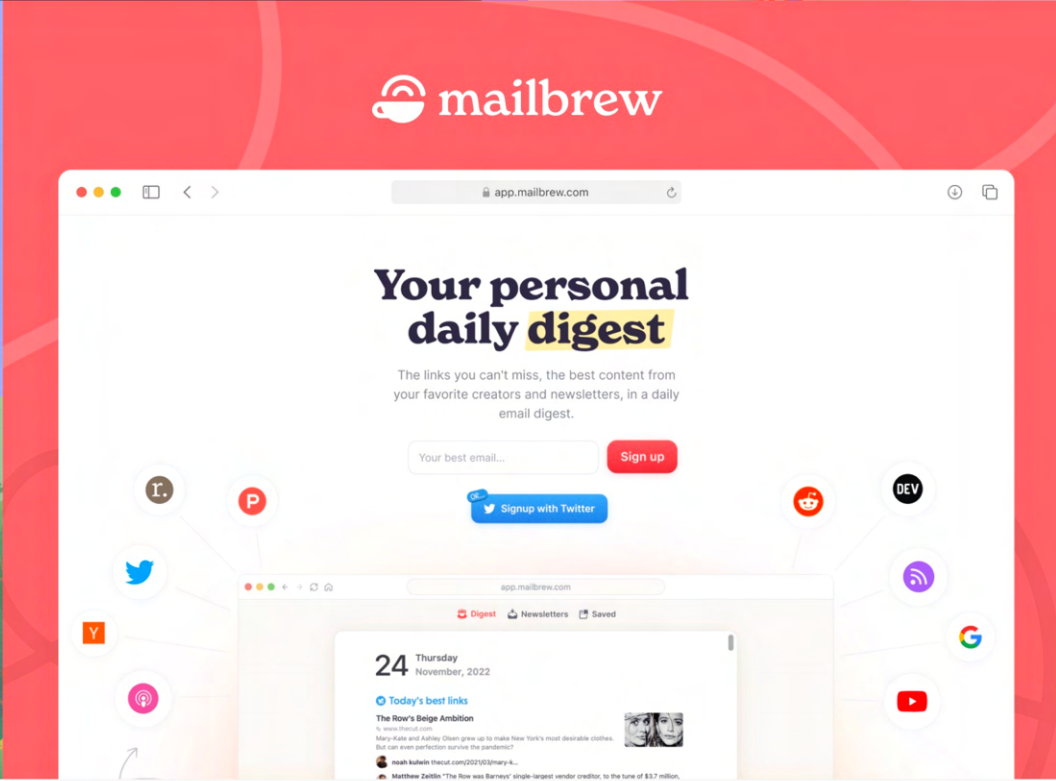
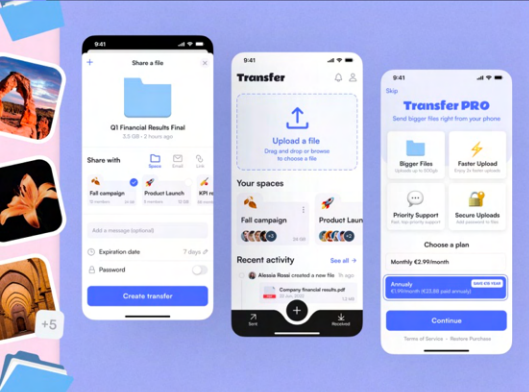
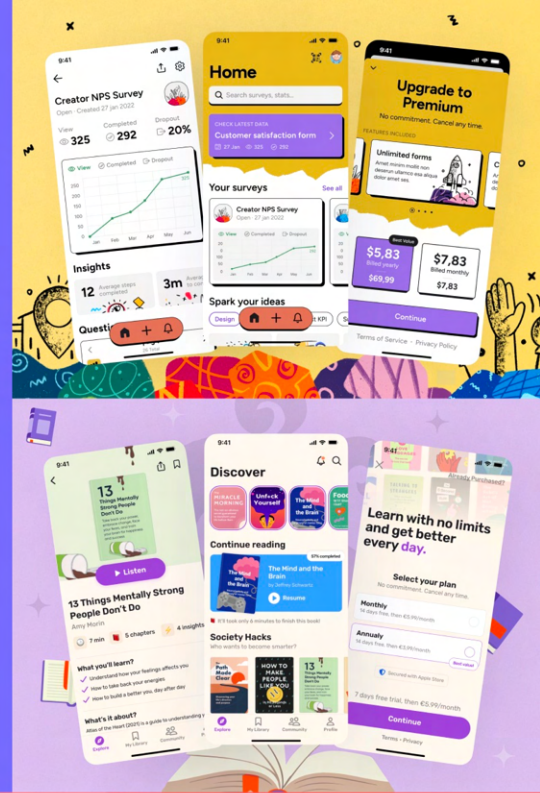
- Business and Systems - High School Diploma**
01/09/2017 - 01/07/2022 (100/100)
- Self individual study**
01/03/2020 - ∞
I explore, practice and study every day topics related to the design and frontend dev world.

Languages



Tools I Use





A small showcase of some of the design work I made over the years.

[in linkedin.com/in/bital-limi](https://www.linkedin.com/in/bital-limi)

[✉ hey@bital.world](mailto:hey@bital.world)