



## Salma Aboulhassan – UX/UI Designer based in Casablanca

[LinkedIn](#) [Instagram](#) [Portfolio](#) [salmaaboulhassan35@gmail.com](mailto:salmaaboulhassan35@gmail.com) +212 722-809751

### Experience

#### VOID – UX/UI Designer

12/'25 – Present

Driving the design of high-impact web and mobile products for diverse clients, aligning user experience with business goals and product strategy. Translating complex requirements into clear, scalable user flows and intuitive interfaces.

Collaborating closely with developers and stakeholders to deliver technically sound solutions, challenge assumptions, and refine products through continuous iteration and performance-driven decisions.

#### Self Employed – UX/UI Design Freelancer

03/'21 – Present

Lead UX/UI initiatives for startups and businesses, delivering strategic design solutions that improve usability, conversion, and retention. Own the full design process from problem definition to high-fidelity execution.

Collaborate with cross-functional teams to build scalable digital products, consistently translating user and business needs into intuitive and impactful experiences.

#### Evo Zenith – Head of Digital Design Department

12/'24 – 06/'25

Led the redesign of the company's digital platform, establishing a stronger UX foundation and improving the overall user journey. Optimized key conversion flows, including checkout and payment experiences.

Defined design direction and ensured consistency across all digital touchpoints, contributing to increased sales performance.

#### Tasty – Lead UX Designer

06/'24 – 02/'25

Owned the end-to-end UX strategy for the Tasty app, improving navigation and streamlining key user flows. Led a team of designers and aligned closely with developers for efficient execution.

Delivered wireframes and high-fidelity prototypes that strengthened usability and overall product experience.

#### Algorium Academy – UI/UX Design Intern

10/'25 – 02/'26

Executed end-to-end design processes, from user research to wireframing and high-fidelity prototyping. Translated insights into clear, structured user experiences.

Delivered case studies and team projects, presenting complete design solutions in collaborative environments.

### Education

#### Institut Spécialisé des Arts Graphiques – Digital Design

09/'23 – 07/'25

Handled academic and creative projects, supported team initiatives, and organized events. Graduated with 17.43/20.

#### Algorium Academy – UX/UI Design bootcamp

10/'25 – Present

### Skills

Interaction Design, Visual Design, Prototyping, Human Interface, Presentation Design, Product Thinking, User Research.

### Toolbox

Figma, Adobe Creative Suite, Notion, Webflow, Framer.