



Ibrahim Al-Ghoul

UI/UX Designer · Product Designer

CLEAR · HUMAN · USEFUL

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Email hello@ibrahimalghoul.com

Portfolio ibrahimuiux.vercel.app

Location Palestine · Available for freelance

PROFESSIONAL SUMMARY

UI/UX Designer with 3+ years of freelance experience turning complex product requirements into clear, accessible, and development-ready digital experiences. Experienced in web and mobile products across fintech, SaaS, and digital marketplaces - from discovery and research through responsive UI, prototyping, design systems, and developer handoff.

EXPERIENCE

Palestine · 3+ Years

Freelance UI/UX Designer

- Conduct user interviews, surveys, usability tests, UX audits, and product analytics reviews to identify friction and product opportunities.
- Translate business and user needs into journey maps, user flows, information architecture, and clearly documented requirements.
- Design mobile-first web and app experiences from low-fidelity wireframes to polished, responsive, high-fidelity interfaces.
- Prototype critical interactions in Figma, Framer, and ProtoPie to validate assumptions before development.
- Build scalable design systems with reusable components, variables, tokens, states, accessibility rules, and documentation.
- Prepare developer-ready specifications, cover edge, empty, loading, and error states, and support implementation quality.

DOMAIN EXPERIENCE · FINTECH · SAAS · DIGITAL MARKETPLACES

CORE UI/UX SKILLS

Product & Strategy

Product Design · Design Thinking · Discovery · Problem Definition · Conversion-Focused UX

Research & Validation

User Interviews · Surveys · UX Audits · Usability Testing · Analytics Review

UX Architecture

Journey Mapping · User Flows · Information Architecture · Edge, Empty & Error States

UI, Systems & Delivery

Interaction Design · Wireframing · High-Fidelity UI · Responsive Design · Design Systems · WCAG · Handoff

TOOLS · Figma · FigJam · Framer · ProtoPie · Maze · Miro · Hotjar · Jira · Notion · Webflow

SELECTED PRODUCT WORK

Fintech

Onboarding, transaction flows, dashboards, trust cues, and error prevention.

SaaS

Role-based workflows, information architecture, complex states, and scalable UI.

Digital Marketplaces

Discovery, search and filters, listings, service requests, and conversion flows.

DESIGN PROCESS

DISCOVER Research & context · **DEFINE** Flows & architecture · **DESIGN** Wireframes & UI · **VALIDATE** Prototypes & testing · **DELIVER** Systems & handoff

EDUCATION

BSc, Management Information Systems

Al-Aqsa University · Gaza

Overall Grade · 87%