

# SAMI FARES

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## SUMMARY

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Multi-disciplinary UX/UI designer crafting clear, conversion-ready digital experiences rooted in empathy, structure, and real user needs. Experience spans startups in healthcare, home services, and entertainment, leading end-to-end design of responsive web and mobile products. Freelance work highlights strengths in intuitive flows, mobile-first design, and content strategy aligned with user and business goals. Background in creative collaboration and storytelling. Eager to grow in a Junior UX Designer role where clarity, usability, and purpose guide the process.

## FREELANCING EXPERIENCE & PROJECTS

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### MoodTunes

River Vale, NJ & Remote

*UX/UI Designer*

04/2025

- Designed and prototyped mobile music app that curates playlists based on user mood, energy, and activity context, simulating a personalized listening experience aligned with real-world behaviors.
- Applied emotional design principles and minimal interaction patterns to streamline navigation, reduce cognitive load, and support frictionless music discovery.
- Developed user flows, wireframes, and high-fidelity mockups in Figma, integrating contextual architecture, gesture-based interactions, and location-aware features.
- Created project as self-initiated portfolio case study to demonstrate product thinking, interaction design, and user-first storytelling across mobile platforms.

### Jones Pressure Washing

Remote

*Freelance UX/UI Designer*

12/2024

- Designed and launched a fully responsive website for a new home services brand, driving 40–60% monthly traffic growth and converting approximately 45% of visitors into qualified leads through clear structure, layout, and calls to action.
- Created high-fidelity wireframes and interactive prototypes in Figma using a mobile-first, accessibility-conscious approach, with scannable service sections and persuasive conversion paths.
- Led content layout strategy and informal user interviews to shape page architecture and trust-focused design, building a credible online presence for a business with no prior digital footprint.
- Collaborated with front-end developer to ensure pixel-perfect implementation, delivering full design documentation with responsive behavior guidance and accessibility notes.

### 360 Degree Care

Remote

*Freelance UX/UI Designer*

11/2024

- Designed and launched multi-page website for new home healthcare provider, helping establish early digital presence and drive sustained traffic growth through emotionally supportive UX, content clarity, and SEO-informed structure.
- Created mobile-first wireframes and high-fidelity mockups in Figma, balancing client-driven aesthetics with accessible, responsive design to ensure usability across audiences and devices.
- Led content and layout strategy based on user interviews and competitive research, shaping a trustworthy visual tone and discoverable site architecture tailored to families navigating sensitive care decisions.

## EDUCATION

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### Full Sail University

*Bachelor of Science in Music Production, Honors*

06/2017

### Rutgers University Coding Bootcamp

*Certificate in Front-End Web Development*

05/2022

## SKILLS

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### Core Skills:

User Experience Design | Wireframing & Prototyping | Mobile-First & Responsive Design | Visual & Interaction Design | UX Research & User Flows | Accessibility (WCAG) | Information Architecture | UI Design Best Practices | Design Systems | Developer Handoff | Content Strategy & Messaging | Emotion-Centered Design | Excellent Communication | Team Collaboration | Problem Solving

### Technical Skills:

Figma | Adobe Creative Suite | HTML | CSS | Dev Handoff Documentation | Notion | Slack