

SALAMA SAID

UX/UI Lead and Product Owner based in Broadacres Johannesburg

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SUMMARY

A dynamic UX/UI Lead and Product Owner with a passion for combining design and product management to create innovative, user-centered digital experiences. In addition to my professional work, I volunteer part-time for the NGO She Can Do, mentoring and supporting around 50 women in UX/UI design. Recognized with the BMW Global Q Team Award for Innovation in 2023, I have a track record of leading cross-functional teams, developing product strategies, and managing end-to-end product lifecycles. I thrive in environments where creativity fuels business growth and collaboration drives success.

EDUCATION

Google Fundamentals in Digital Marketing Certificate Google digital garage	2020
BSc Information Technology majoring in Management Richfield Graduate Institution	2017 - 2019
Higher Certificate in Information Technology Monash University South Africa	2015 - 2016

WORK EXPERIENCE

BMW IT Hub ZA (Contractor) <i>UX Lead & Sub product Owner</i> <ul style="list-style-type: none">Partnered with AI experts to design seamless, user-centric AI-driven interfaces.Developed product roadmaps, aligning UX design with business goals and AI capabilities.Conducted user research and usability testing, optimizing product functionality and user flows.Maintained a UX measurement quarterly score of 80%, ensuring a consistent and high-quality user experience.Managed collaboration between design and development teams for the successful integration of AI features into user interfaces.Member of the UI Community Committee, organizing events for around 80 UI enthusiasts to foster learning and collaboration.	Jan 2023 – Present
NetFlorist <i>UX Lead</i> <ul style="list-style-type: none">Led design strategy, driving the modernization of internal dashboards and external websites.Managed product backlogs and sprints, ensuring timely delivery of design and development milestones.Improved the shopping cart funnel conversion rate by 6% through the implementation of UX enhancements, based on Google Analytics insights into cart abandonment rates and user behavior.Designed wireframes, prototypes, and UX improvements based on user feedback and data analysis.Monitored core web vitals and SEO, improving website performance by 20%	Feb 2022 – Oct 2022

- Led UX/UI design for blockchain platforms, creating wireframes, prototypes, and user flows for clients like Kauai and Loop for Checkers Sixty.
- Managed end-to-end product strategies, enhancing user engagement through research and design thinking.
- Maintained a 90% client satisfaction rate by delivering on milestones and maintaining clear communication.
- Collaborated with developers to ensure designs were implemented efficiently and met technical requirements.

Freelance Web Designer & Developer

Oct 2018 – June 2019

- Built responsive websites for small businesses, creating innovative solutions with WordPress and SEO integration.
- Designed a multi-vendor eCommerce platform, Say Siyabonga during the pandemic, helping small businesses transition online.
- Provided technical support, including security upgrades and website optimizations for platforms like LiveMag and Digify Africa.

TOOLS

Figma, Figjam, Adobe XD, Sketch, Google Analytics, Data Studio, Hotjar, Maze, Photoshop, HTML, CSS, JavaScript, React, Jirra, Confluence, ClickUp

SKILLS

UX/UI Design, Wireframing, Prototyping, Product Roadmapping, Agile Project Management, User Research, Data Analysis, Client Management, Leadership, Workshop Facilitation, Backlog Prioritization, Sprint Planning, Stakeholder Management

REFERENCE

References on request
