

# Bayan Rubaie | Product UI UX Designer

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Portfolio: [bayanrubaie.com](http://bayanrubaie.com)

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## Profile

A multidisciplinary professional with 5+ years of experience across technology, eLearning, and education. My transition into UI/UX was driven by my strong artistic skills, basic coding knowledge, and high analytical thinking. I approach design as a problem-solving process while ensuring appealing visuals and technical feasibility. My leadership and management experience allows me to collaborate with cross-functional teams and oversee the entire design process from planning to execution and delivery.

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## Work Experience

### IT Cherry, Lebanon

#### Project Manager (Nov 2023 – Apr 2025),

- Gathered business requirements from clients and stakeholders.
- Executed regression, end-to-end, and edge case testing.
- Collaborated with a team of 15 developers to ensure tasks were completed on time.
- Conducted daily stand-up meetings, sprint planning, and retrospectives.
- Oversaw high-valued, complex projects worth up to \$300k from planning to execution.

#### UI UX Designer (Mar 2023 – Apr 2025)

- Leveraged front-end knowledge to create designs that align with development constraints and capabilities.
- Designed user-friendly interfaces for complex systems using Figma and Adobe XD.
- Iterated on designs based on user feedback and testing.

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### Wellbene, UAE

#### Content Executive (Nov 2022 – Jul 2023)

- Directed blog strategy and researched health topics for content development.
- Provided constructive feedback to writers to improve content quality.
- Translated and edited bilingual blogs (EN – AR).

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### Englease, UAE

#### Lead Instructional Designer (Feb 2021 – Mar 2023)

- Implemented CEFR framework in content and curricula development.
- Developed and designed curricula of 150+ lessons for adults (Pre-A1) and children (Pre-A1 to B1).
- Created 500+ comprehensive educational content for adult learners (A1 to C2).
- Designed +100 interactive PowerPoint presentations.
- Conducted research and CPD workshops to improve overall performance.

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## Education

UI UX Bootcamp at SE Factory (2025)

Diploma in Teaching of English, Lebanese American University (2021-2022)

BA in English Linguistics, Lebanese American University (2018-2020)

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## Tools & Skills

Project Management	PgAdmin	HTML
eLearning & Curriculum Development	Figma	CSS
Communication	Jira	SQL
Leadership	Postman	Adobe Illustrator
Creativity	Confluence	Adobe Photoshop

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## Languages

Arabic

English