ALIA SALEM

UX/UI Designer | UX Research | Accessibility & Inclusive Design
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SUMMARY

UX/UI Design Master's student (4.0 GPA) with 3+ years of professional UX experience across research, wireframing, high-fidelity prototyping, and accessibility. Redesigned an AI knowledge workspace's Chrome extension from a single button into a four-function interface shipped to the Chrome Web Store, and designed an onboarding fix that helped lift user conversion from 3% to 18% in three months. Led a 17-issue accessibility audit and remediation. Self-directed across concurrent deadlines and experienced partnering with engineers and leadership on feasibility and handoff.

EDUCATION

University of Rhode Island — Master's Degree, UX | UI Design (in progress) | GPA 4.0 — Expected Summer 2027
University of Florida — BA, English (Persuasive Copywriting); Minor, Multimedia Design — May 2020

SKILLS

Design Tools: Figma, Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign, Premiere Pro)
UI & Interaction Design: Wireframes (low & high fidelity), high-fidelity mockups, prototyping, user flows, responsive design, information architecture, design handoff
Research & Testing: User interviews, usability studies, card sorting, personas, journey maps, presenting findings to stakeholders
Accessibility & Content: WCAG-based design audits and remediation, accessible interface standards, UX writing, microcopy, brand and design guidelines
Collaboration: Slack, Microsoft Teams, Trello, Google Workspace, WordPress, Squarespace

EXPERIENCE

UX Designer & Communications Specialist — **November 2025 – Present**
Patient Choices Vermont — Contractor (Remote)

- Led a full accessibility audit of the organization's website, surfacing 17 issues; remediated 6 immediately through interface corrections and UX writing.
- Prioritized the remaining 11 findings into the backlog for an ongoing redesign, giving the executive director an evidence-based order of fixes.
- Run user interviews, card sorting, and usability studies that feed directly into information architecture and content decisions.
- Translate qualitative research and usage data into design recommendations and present them to stakeholders.

Communications & Design Coordinator — **November 2024 – Present**
Northeast Kingdom Collaborative — Contractor (Remote)

- Own web strategy end to end, from Figma wireframes through content architecture and build, growing traffic to 800–900 visits per month.
- Authored a documented brand and design standard covering color, typography, accessibility requirements, and usage rules.

UI/UX Designer & UX Researcher — **March 2023 – June 2023**
bundleIQ — Contractor | AI-powered knowledge workspace (web app + Chrome extension)

- Redesigned the product's Chrome extension from a single analyze-text button into a four-function interface: quick note capture, save-page-to-workspace, on-page summarization, and natural-language questions to the AI assistant. Shipped to the Chrome Web Store.
- Built the new interaction model as a high-fidelity Figma prototype, fitting four functions into one compact surface while keeping each control legible and on brand.
- Identified a usability issue in the onboarding flow and designed the fix that helped move user conversion from 3% to 18% within three months.
- Designed web app features in Figma for 500+ users following WCAG; partnered with the CEO and engineers on validation, feasibility, and handoff.

Founder & Lead Designer — **August 2020 – Present**
Adventurepreneur Design Den (Remote)

- Delivered 24 client engagements end to end, from audience research through information architecture and wireframes to launch, managing concurrent deadlines independently.
- Designed and built 5 websites from concept to post-launch, balancing user needs, business goals, and platform constraints.

CERTIFICATIONS

Google UX Design Certificate, Coursera (2023) • Brand Mapping Certification, Brand Mapping Method (2021)