

Mutasem Omar Al-Ghzawi

Junior UX Designer

Location: Amman, Jordan
Date of Birth: January 13, 1995
Email: mutasem-omar@outlook.com

Professional Summary

Junior UX Designer with a strong foundation in user-centered design, research, and usability principles. Transitioned from sales and customer-focused roles into UX after completing the Google UX Design Professional Certificate. Skilled in translating user behavior insights into structured flows, wireframes, and intuitive mobile experiences. Passionate about simplifying complex interactions and reducing friction in digital products.

Core Skills

- User Research & Survey Analysis
- Competitive Audits
- Information Architecture
- User Flows & Journey Mapping
- Low-Fidelity & High-Fidelity Wireframing
- Interactive Prototyping (Figma)
- Usability Thinking & Problem Framing
- Visual Hierarchy & Clean UI Systems

UX Projects (Case Studies)

ShelfFinder – Mobile UX Case Study

Concept mobile application designed to reduce in-store shopping confusion by helping users locate products quickly.

- Conducted survey research to understand grocery shopping behaviors and friction points.
- Performed competitive audit to identify usability gaps in existing solutions.
- Defined problem and hypothesis statements.
- Created user flows, big-picture and close-up storyboards.
- Designed low-fidelity sketches and interactive prototypes in Figma.
- Focused on simplifying navigation and reducing time spent searching in-store.

Guru – E-commerce UX Case Study

Concept e-commerce website focused on handcrafted concrete and wood products.

- Explored multiple layout directions for product clarity and hierarchy.
- Developed sitemap, wireframes, and product page structure.
- Tested different approaches to communicate authenticity and craftsmanship.
- Refined minimal, calm design direction aligned with brand identity.

Professional Experience

Gravity Coffee House – Barista (2019 – Present)

- Manage daily customer interactions in a fast-paced environment.
- Developed strong communication and service problem-solving skills.
- Handled cash management and order coordination efficiently.

DNA – Sales Associate (2016 – 2019)

- Assisted customers in selecting electronics, books, and tech products.
- Maintained product organization and improved in-store navigation clarity.
- Built strong consultative sales and customer behavior observation skills.

SmartBuy – TV Sales Specialist (2015 – 2016)

- Advised customers on product comparisons and technical specifications.
- Improved upselling performance through needs-based selling approach.

Chinese Bazar – Sales Associate (2014 – 2017)

- Supported customers in selecting kitchen and household products.
- Developed early customer interaction and sales communication skills.

Education & Certification

Google UX Design Professional Certificate – Coursera

Languages

Arabic (Native) | English (Professional Working Proficiency)