

Diaa Asha.

UX/UI Designer | UX Research | AI-Assisted Product Design

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PROFESSIONAL SUMMARY

UX/UI Designer with a Medical Degree and a strong foundation in human-centered design, UX research, and AI-assisted product workflows. Combines clinical precision with product thinking to identify friction, understand user behavior, and design intuitive digital experiences. Skilled at translating complex functionality into clear, usable interfaces that support both user needs and business goals.

EXPERIENCE

UX Freelancer — Self-employed Present

- Delivered UX/UI design work across independent projects with focus on usability, clarity, and measurable product improvement.
- Revamped an e-commerce experience for premium web scraping proxy access, simplifying complex flows and improving user comprehension.
- Conducted user interviews, surveys, and analytics-informed reviews to identify pain points and guide design decisions.
- Applied AI-assisted workflows to accelerate ideation, refinement, and communication of product concepts.

SELECTED PROJECTS

Linkshot — Chrome extension for screenshots with OCR and metadata capture

- Founded and designed the product end-to-end with a speed-first UX optimized for power users.
- Integrated OCR extraction and metadata capture (URL, timestamp) to improve retrieval and organization.

DealDash — Deal discovery and aggregation platform

- Led product strategy and UX research. Designed a clean, intuitive interface for surfacing high-value offers.
- Applied automation-oriented workflows to improve user engagement and conversion potential.

AI-Powered UX & Marketing Experiments

- Integrated generative AI into UX research and design workflows. Built AI-supported productivity experiments.
- Explored prompt engineering for practical business, design, and communication outcomes.

WaxBux — Incentive-based digital product concept

- Designed trust mechanics and engagement loops. Applied product thinking to monetization and retention.

CORE COMPETENCIES

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| UX Design, UI Design, Product Design | AI-Assisted Design Workflows |
| UX Research, Usability Testing, User Interviews | Front-End / No-Code Product Building |
| Interaction Design, Design Systems | Healthcare UX / Medical Perspective |
| Human-Centered Design | Design Thinking |

EDUCATION & CERTIFICATIONS

Medical Degree (MD)

Al-Farabi Kazakh National University — 2022

Certifications: Google UX Design Professional Certificate · GenAI for UX Designers · Figma Essential Training · Using AI for UX Design and Research · Microsoft Azure AI Essentials · Essential Skills in Generative AI for Creatives

TOOLS & LANGUAGES

Figma, Framer, Webflow, Hotjar, Notion, Replit, Cursor AI, Claude, Adobe Creative Cloud

Arabic (Native) · English (Full Professional) · Dutch (Elementary) · Russian (Elementary) · Ukrainian (Elementary)