

SALMA NURSE

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EDUCATION

University at Buffalo, The State University of New York
Bachelors of Arts, Cognitive Science, 2x Dean's List

Expected 2026

PROFESSIONAL EXPERIENCE

UX/UI Design Intern

Campus Collect

October 2024-Present

- Create **interactive prototypes** and detailed wireframes in **Figma**, focusing on enhancing user experience and **usability**.
- Conduct **user research** and feedback sessions to guide and refine design strategies effectively.
- Design and deliver high-quality assets for digital platforms, maintaining **visual consistency and brand integrity**.
- Partner with **cross-functional design and engineering teams** to craft seamless, user-friendly interfaces for **mobile applications**.

Key Skills: Wireframing, prototyping, user research, visual consistency, fast-paced collaboration, communication, time management, design principles, interaction design, human-computer interaction

Marketing and Social Media Manager

School of Engineering and Applied Sciences (SEAS), University at Buffalo

Nov 2023-Present

- Spearhead **cross-functional collaboration** for targeted communication strategies, resulting in a **30% increase in event enrollment and social engagement**.
- Develop and execute inclusive **social media campaigns**, driving over **7,000 post impressions** and fostering community engagement among students, faculty, and alumni.
- **Designed** a cohesive **visual identity** for the SEAS DREAM Lab, leading to **130% increase in Instagram follower engagement**. Yielded **20% increase in attendance** and improved community engagement by 15%.

Key Skills: Customer-Centric Strategy, Stakeholder Collaboration, Data-Driven Decision Making, Brand Development, Community Engagement

UX/UI Designer & Researcher – TimeWise Mobile App

University at Buffalo Experiential Learning

May-August 2024

- Designed the visual system, logo, UI, and UX for a student time-tracking app.
- Sketched and prototyped over 30 mobile screens for Android and iOS, applying **user-centered design principles** and **digital strategy** to enhance usability.
- Conducted **user research**, crafted user stories, performed **competitive analysis**, and gathered feedback to inform **product enhancements**.
- Delivered a presentation of the design process and branding to **stakeholders**, influencing final product decisions.

Key Skills: UX/UI Design, User Research, Agile Product Management, Stakeholder Presentations

Social Media Intern

Astoria Film Festival

Dec 2020-Aug 2021

- Developed a **content creation strategy** across 4 media platforms, ensuring a cohesive **brand experience** and maximizing engagement.
- Ensured smooth operations and a seamless experience for over 100 attendees.
- Participated in a **six-week internship**, gaining experience in **media distribution**, design, and production.

Key Skills: Content Strategy, Event Management, Branding, Media Distribution

SKILLS **Technical Skills:** Figma, Adobe Creative Cloud, Canva, Jira, Microsoft **Languages:** Native Spanish and English.