

Maria Salman

User Experience Designer at KPMG

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Experience

KPMG Creates, UX Designer

2022 - Present

I lead and contribute to projects for a range of sectors (e.g. government, healthcare, finance, and enterprise), working across end-to-end design processes.

I collaborate with stakeholders (e.g. PMs and engineers), aligning UX with business goals while advocating for accessibility and usability best practices. My work enhances engagement, adoption and accessibility.

I also support junior designers through mentorship, feedback and career development.

Freelance UX & UI Designer

2024 - Present

Designed and manage a website for the interior design company Design Outright — designoutright.com

UX Advocacy

The University of Sydney, Mentor

2022 - Present

I provide 1:1 mentorship to design students, guiding them through job applications.

The University of Sydney, Alumni Panelist

2022 and 2023

I participated as a guest panelist at the university's *Graduation Studio* and *Professional Design Practice Panel* to share insights on UX careers and industry trends.

Qualifications

Bachelor of Design Computing

The University of Sydney, 2019-21

Australian Government Baseline Clearance

2022

Skills

Design

End-to-end experience, Accessibility & inclusivity,
Tools: Figma, Framer, Adobe CC

User Research

Usability testing, Concept validation, Research synthesis, Testing recruitment, Interviews and Surveys

AI and Data

AI powered workflows, Predictive UX, Personalisation, Data and Behaviour based design

Collaboration

Cross functional collaboration, UX strategy, Roadmapping