

Laith Alhmeidi

Product Designer

LinkedIn: [Laith Alhmeidi](#) | [Portfolio](#)

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PROFESSIONAL PROFILE

Passionate UX/UI Designer with a solid academic background in English Studies and Cultural Studies. Google-certified UX Professional and Scrum Master with hands-on experience in website rebranding, user research, and digital product development. Skilled at blending creative solutions with an agile mindset, collaborating with stakeholders to create user- and business-centred designs.

PROFESSIONAL EXPERIENCE

Copywriter & Freelance UI/UX Designer

01/2024 - 12/2024

ARTES, Al Ain, UAE

- Designed and developed a new user-friendly website to expand brand reach.
- Developed an email marketing strategy, including A/B testing to improve open and click rates.
- Collaborated closely with stakeholders to ensure design decisions aligned with business needs.

Machine Operator

09/2022 - 09/2023

Krüger GmbH, Bergisch Gladbach, Germany

- Ensured smooth operation and maintenance of production machinery.
 - Maintained high-quality standards and efficiency through detailed process documentation.
 - Trained and mentored new staff to support faster onboarding in production processes.
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EDUCATION

Bachelor Of Arts

2018-2022

English Studies / Language and Culture of the Islamic world.

University Of Cologne, Cologne, Germany

- English Studies: Very Good
 - Language and Culture of the Islamic world: Good
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CERTIFICATIONS

Google UX Design Professional Certificate

06/2024

Professional Scrum Master (PSM I)

06/2022

Continuous Learning & Development – Udemy

Ongoing

TECHNICAL SKILLS

- Design Tools: Figma, Framer
- Project Management: Jira
- Operating Systems: Windows
- Productivity Tools:
 - Microsoft Office Suite, Zoom, Google Meet

STRENGTHS

- Agile and Team-Oriented Work Approach
 - Strong Communication Skills
 - Design Systems & Style Guides
 - Copywriting Skills
 - Emotional Intelligence
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LANGUAGES

Arabic (Native)

German (Fluent)

English (Fluent)

OTHER

Driver's License: Class B