## **Ibrahim Asmar**

User Experience Designer

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**Summary**

User Experience Designer with a background in interaction design and music production, specializing in creating intuitive, user-centered designs. With nearly a decade of experience collaborating with international talents, I bring a craft-focused approach to visual storytelling, systems thinking, and problem-solving in fast-paced, innovative environments. Currently seeking to leverage my skills in product design to optimize user experiences.

**Education**

* Bachelor of Science in User Experience Design — Currently Pursuing | Full Sail University
* Certificate in User Experience Design — August 2021 | Designlab - UX Academy
* Associate’s Degree in Interaction Design — May 2021 | Raritan Valley Community College

**Skills**

**Design & Research**: UX Design, User Research, Usability Testing, Prototyping, Interaction Design, Visual Storytelling, Information Architecture, Responsive Design, Design Systems

**Tools:** Figma, Adobe Creative Suite, Maze.co, Microsoft 365

**Collaboration & Communication:** Cross-Functional Collaboration, Iterative Design, A/B Testing, User-Centered Design, Feedback Implementation

**Experience**

**UX/UI Designer**

*PanPalz, Remote | Sept 2024 – Present*

* Collaborated with PMs, engineers, and researchers to design and implement user flow screens for mobile and web platforms, aligning with user needs and business objectives.
* Applied systems thinking to develop wireframes and high-fidelity prototypes in Figma, ensuring scalability and design consistency.
* Assisted in creating a scalable design system to streamline cross-product interfaces, supporting ease of use and efficient development handoff.

**Guest Services Associate**

*Hilton Garden Inn, Bridgewater, NJ | Jun 2022 – Nov 2022*

* Delivered high-quality guest services, developing skills in empathy and quick problem-solving, which align with my approach to user-centered design.
* Collaborated cross-departmentally to resolve issues efficiently, reinforcing my ability to work in diverse, fast-paced environments.

**UX/Product Design Student**

*Designlab, Remote | Jan 2021 – Sept 2021*

* Designed user-centered interfaces for a musician networking app, focusing on usability and aesthetic
* Conducted user research and usability testing, gaining insights to inform design decisions
* Developed wireframes and high-fidelity prototypes using Figma
* Created a responsive redesign for Riverside Art Center, a non-profit in Wapakoneta, Ohio focusing on enhanced usability and e-commerce

**Music Producer | Sound Designer**
*Stellar Songs / Sony Music Publishing, Los Angeles, CA | Jan 2017 – 2024*

* Represented as BAYB, a production duo signed to Stellar Songs/Sony, celebrated for innovative soundscapes and genre-spanning music.
* Co-wrote and co-produced tracks for major international artists, including Train, Andy Grammer, and Jessie Reyez, delivering polished, high-quality global releases.
* Designed and implemented custom soundscapes and synthesized audio elements to enhance the sonic identity of projects.
* Directed multi-track recording sessions, managing mic placement, signal processing, and live sound engineering to achieve industry-standard quality.
* Collaborated with Grammy-winning production duo Espionage to develop unique and globally recognized music projects.
* Delivered sound design and production for high-profile releases, focusing on track conceptualization, custom synthesis, and post-production.
* Mentored junior producers and engineers, fostering skill development and maintaining high production standards.

**Music Producer | Sound Designer**
*Winners Circle, New York, NY | Jan 2013 – 2017*

* Created distinctive auditory branding and soundscapes for international artists, including Japanese multi-platinum artist Chennell.
* Applied advanced synthesis and layering techniques to craft immersive audio textures, seamless transitions, and unique sound effects.
* Produced polished, radio-ready tracks for independent and major-label releases, managing production workflows from concept to delivery.
* Directed multi-track recording sessions, ensuring optimal audio quality through precise signal flow and real-time adjustments.
* Collaborated with creative teams to align sound design with artists’ brand identities and project goals.
* Designed reusable audio samples and custom sound effects, streamlining production workflows and enhancing project efficiency.