

ZEIN ABU HIJLEH

UI/UX & BRAND DESIGNER

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UI/UX & Brand Designer who designs the product and the world around it. Master in UX from Elisava on a graphic-design foundation, with client work across Spain and Palestine. I turn research into interfaces people understand and identities they remember, obsessed with the details most people miss. Available immediately.

EDUCATION

Master in Design & Management of UX and Digital Services	Elisava, Barcelona • 2026
BA Graphic Design	ESDi, Barcelona • 2020–2025
IB Diploma	Ramallah Friends School • 2020

EXPERIENCE

Zein Designs	2023–present
Independent Brand & Graphic Designer	
- Built full brand identities, logo to color system, for brands like Sila (social finance) and The Donut Shop. - Shaped brand guidelines and rebranded a sub-brand for In'ash Al Usra, a prominent Palestinian organization. - Designed social and print campaigns for clients across Palestine and Spain.	
Adwa' Design	2024–2025
Design Intern	
Produced branding and print alongside the studio team on live client campaigns, concept to delivery.	
Publicis Zoom	Summer 2019
Graphic Design Intern	
Produced social and print work for banks, schools, and major Palestinian companies inside a global agency.	

SELECTED PROJECTS

Vianda	Elisava • 2026
Two-sided food platform • Master's final project	
- Led all design on a team of four, from research to a full design system and final UI. - Shipped end-to-end UI across 163 screens for two connected apps, customers and cooks. - Carried the identity through to an illustration set and merch.	
Bari	ESDi • 2026
Post-surgical care companion app • Bachelor's final project	
- Designed an 88-screen recovery companion, solo, from research and naming to a working prototype. - Built the brand, a mascot companion, and the full product around a real gap in aftercare.	

SKILLS

UX research • user flows & IA • wireframing & prototyping • design systems • UI design • accessible & inclusive design • brand identity

TOOLS

Figma • Adobe Suite (Illustrator, Photoshop, InDesign) • WordPress • Notion • HTML & CSS • AI-assisted workflows

LANGUAGES

Arabic — Native • English — Native • Spanish — Professional • Catalan — Conversational