

Raisa Motaher

UX/UI & Product Designer | Visual Design & Branding Expertise

Jessup, MD | 1.240.755.1444 | raisamotaher@gmail.com
[linkedin.com/in/raisamotaher](https://www.linkedin.com/in/raisamotaher) | www.raisamotaherdsgn.com

Professional Summary:

UX/UI and Product Designer with 7+ years of experience in graphic design, branding, and visual storytelling, recently transitioned into product-focused design through a 420-hour General Assembly UX Design Bootcamp. Skilled in human-centered design, product design, user research, persona creation, wireframing, prototyping in Figma, and usability testing. Experienced in responsive design, information architecture, and design systems, with a proven background in leading corporate design projects, marketing campaigns, and brand strategy. Strong collaborator with expertise in Agile workflows, combining creativity and strategy to deliver accessible, user-centered digital experiences that improve usability, engagement, and business growth.

Skills:

UX & UI Design | Wireframing, Prototyping, User Flows, Responsive Design, Visual Design, Design Systems, Interaction Design, Mobile-First Design, Accessibility (WCAG), Component Design, Information Architecture, Sitemaps, Design Thinking, Double Diamond Framework, Microinteractions, Service Design

UX Research | User Interviews, Usability Testing, Heuristic Evaluation, Affinity Mapping, Journey Mapping, User Journey Mapping, Task Analysis, Persona Development, Competitive & Comparator Analysis, Feature Prioritization, MoSCoW Method, A/B Testing, Research Synthesis, Card Sorting, Survey Design & Analysis

Graphic Design | Brand Identity, Typography, Layout Design, Color Theory, Digital & Print Design, Social Media Graphics, Photography, Visual Storytelling

Tools | Figma, FigJam, Adobe XD, Illustrator, Photoshop, InDesign, Final Cut Pro, SketchUp, WordPress, Notion, Trello, Asana, Google Workspace, Microsoft Office, Google Forms, Google Analytics (basic), HTML/CSS (basic), JavaScript (basic)

Languages | English, Bengali, Hindi, Urdu

Certifications:

UX Design Immersive Bootcamp | General Assembly

2024 -2025

Completed 420+ hours of training in end-to-end UX/UI design, including user research, prototyping, usability testing, and stakeholder presentations. Delivered real-world design solutions for a live client project. Collaborated with teams in Agile workflows.

UX Design Certificate | Google

2025

Completed the full certificate series covering UX foundations, wireframing, low- and high-fidelity prototyping in Figma, user research, accessibility, UI design for web, and UX for social good.

Foundations of Front-End Development | Microsoft

2025

Learned the basics of HTML, CSS, JavaScript, responsive design, and UI/UX principles, bridging the gap between design and development to build more user-friendly experiences.

Generative AI Essentials: A Comprehensive Introduction | Fractal

2025

Learned to apply responsible AI principles such as fairness, transparency, bias mitigation, and data ethics to design inclusive, explainable, and user-centered digital experiences for UX/UI.

Professional Experience:

Medalist Skin | UX/UI Designer | Washington, DC

Dec 2024 – Feb 2025

- Led a UX audit and redesign of a clean skincare e-commerce site for Gen Z female athletes, improving usability, accessibility, and conversion potential.
- Conducted user research, heuristic evaluations, competitive analysis, and usability testing to identify pain points and opportunities.
- Redesigned information architecture and built personas, journey maps, and user flows to guide design solutions.
- Designed and iterated low- to high-fidelity prototypes in Figma, incorporating responsive design and ADA compliance standards.
- Collaborated with stakeholders including the founder, marketing lead, and design lead to align solutions with business goals and customer needs.

Agam Group, Ltd. | Graphic Designer | Elkridge, MD

Oct 2019 – Nov 2023

- Directed visual design and branding for trade show exhibits, product launches, and marketing campaigns.
- Built and maintained the company's brand identity, strengthening recognition and market positioning. Designed and executed integrated campaigns across print, digital, and social platforms, driving audience engagement.
- Applied user-centered design principles to improve communication, accessibility, and overall user experience.
- Partnered with leadership and cross-functional teams to translate business goals into impactful design strategies.

First Sight Vision Care | Graphic Designer & Marketing Specialist | Fulton, MD

Jul 2015 – Oct 2019

- Managed design and marketing campaigns to educate patients and expand outreach
- Designed brochures, signage, and digital content with a focus on clarity and accessibility
- Strengthened brand presence through targeted initiatives that boosted client acquisition
- Partnered with leadership to align marketing strategies with business goals and promotions

Raisa Motaher Studio | Founder & Creative Artist | Savage, MD

Feb 2022 – Present

- Founded and operate an independent art and design studio, producing commissioned artwork and selling original pieces online (Etsy).
- Created customized artwork and design pieces tailored to client needs, applying user-focused design principles.
- Managed all aspects of the business including branding, marketing, customer engagement, and product sales.
- Built strong client relationships that generated repeat business and referrals.

UX Design Projects:

Oct 2024 – Jan 2025

Gift Planner | UX/UI Designer | AI-Driven Gift Planner

Designed a mobile app that simplifies gift planning through AI-driven suggestions and calendar syncing, helping users give more thoughtful, timely gifts.

BikeMaxShop | UX/UI Designer | E-Commerce Website Redesign

Redesigned a local bike shop's site to streamline navigation and fix a confusing checkout process, improving the user flow and layout for mobile and desktop.

PAWS & POISE | UX/UI Designer | Mobile App Prototype

Created a pet grooming booking app that solves scheduling frustrations and introduces a new revenue stream through in-app product sales.

Education:

University of Maryland, Baltimore County (UMBC) | B.A. in Graphic Design | Baltimore, MD

2015 – 2019