

Aishah Alhudaibi

Visual Creative & Product Designer

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ABOUT ME

Kuwaiti visual creative and product designer with experience in social content creation and visual storytelling. I independently develop, film, and edit lifestyle videos for Instagram, creating moodboards and planning shots, locations, styling, music, and edits. My product design background has strengthened my research, visual design, and collaboration skills. I'm interested in creative production, social content, and art direction support for fashion, beauty, and lifestyle brands. I'm based in Belgrade and authorized to work in Serbia.

WORK EXPERIENCE

Independent Content Creator | 2025 – Present

- Conceptualize, film, and edit original lifestyle, fashion, travel, and visual storytelling content for Instagram.
- Develop content ideas around target audiences, visual identity, atmosphere, and emotional direction.
- Create moodboards and visual references for photography, video style, lighting, locations, styling, music, and shot sequences.
- Plan and direct personal shoots, including framing, poses, locations, props, styling, and overall visual presentation.
- Maintain a consistent visual identity while experimenting with new concepts, social trends, and storytelling formats.

Instagram Links: [@by.awosha](#) | [@aishah.uxui](#)

UX/UI Designer - Cqwens Team | 2024 - Present

Cqwens is an independent design and development team consisting of one UX/UI designer (myself) and two developers. We design and build digital products from user research through implementation.

Quirrel – SaaS Quiz & Form Builder Platform (Product Design) | 2026 - Present

- Conducted user research with 3 university instructors to identify workflow challenges.
- Mapped end-to-end user flows covering onboarding, quiz creation, publishing, submissions, and analytics.
- Created high-fidelity interactive prototypes to validate workflows before development.
- Collaborated closely with developers throughout implementation.

Status: Currently under development.

Travel Agency CRM Dashboard (Concept/Product Design) | 2025 - 2026

- Interviewed travel-agency staff to understand operational needs.
- Designed 12+ dashboard screens and key workflows.
- Organized complex information architecture and delivered developer-ready designs.
- Case Study: [View brief case study](#)

UX/UI Designer - Road Traffic Safety Agency | 2024 - 2025

- Collaborated with psychologists and government stakeholders to define user needs.
- Designed an accessible trauma-support platform and applied WCAG guidelines.
- The platform supported 58+ users and facilitated 15+ sessions within its first month.

Website: <https://psiholoskapodrska.abs.gov.rs/>

UX/UI Designer – Cqwens Website | 2024

- Designed Cqwens' first responsive website and established its initial visual direction.
- Coordinated implementation with developers.

Website: cqwens.com

Freelance UX/UI Designer – Itravel | 2024

- Designed a 20+ page European travel website from concept to developer handoff.
- Created responsive user flows and page layouts.
- Improved navigation and calls to action, contributing to increased travel inquiries after launch.

Figma Link: [ltravel_eu.](#)

Accountant/Business Administration - Council of Ministers, Kuwait | 2014 -2024

- Managed accounting records, reporting, and administrative operations.
- Supported audits and ensured compliance across government departments.

CREATIVE & CONTENT SKILLS

- Creative Concepts
- Moodboards
- Visual Research
- Social Content
- Content Editing
- Creative Brief Interpretation
- Visual Identity
- Short-Form Video

UX/UI DESIGN SKILLS

- User Research
- User Interviews
- Information Architecture
- User Flows
- Design Systems
- Prototyping
- Interaction Design
- Usability Testing
- WCAG 2.1
- Handoff

TECHNICAL TOOLKIT

- Figma
- Illustrator
- Photoshop
- Edits
- Tezza
- Instagram Content Creation & Publishing

EDUCATION

Belgrade Faculty of Economics | Present

International Master in Business Informatics (All coursework completed; Master's thesis pending)

Australian University of Kuwait

Bachelor of Business Management

Kuwait College of Business Studies

Diploma in Applied Business Sciences

CERTIFICATES

UX/UI Design

Web & Mobile Designer: UX/UI, Figma, and More

Motion Design

Motion Design with Figma: Animations, Motion Graphics, UX/UI

Adobe Photoshop

Adobe Photoshop CC – Essentials Training Course

LANGUAGES

Arabic

Native

English

Fluent