



Batoul Al Haj Ali – Product Designer with Frontend Experience

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Product designer with frontend experience, focused on accessible, AI-assisted digital products. I work across UX research, Figma, interaction design and implementation in React/Next.js, which helps me collaborate closely with developers and turn product ideas into working experiences. My background as a teacher has shaped how I understand users, explain complexity and design for people with different needs.

Work experience

- Smart Heminstallationer • Product Designer & Frontend Developer

Full-time • 11/25 - 6/26 • 7 mos.

Led the end-to-end design and frontend development of a digital service platform, from user research through to implementation in Next.js, React, TypeScript, and Tailwind CSS. Research revealed an older target audience, directly shaping decisions around typography, contrast, and navigation. Usability testing showed measurable improvements in accessibility and task completion, with WCAG compliance built in throughout. Set up an MCP connection between Claude and Figma to streamline design-to-code
- Elon Ljud & Bild • Sales Coordinator

Part-time • 08/23 - 11/25 • 2 yrs.

Advised customers across telecom and home entertainment, identifying needs and translating technical options into clear recommendations. Tracked sales performance, produced reports and collaborated with management to improve customer experience. Built commercial awareness through daily work with customer behavior, service quality and conversion.
- Various schools, Stockholm & Gothenburg • Teacher

Full-time • 06/15 - 08/23 • 8 yrs.

Designed and adapted learning experiences for students aged 6–13 with different needs, abilities and learning styles. Translated complex ideas into clear, accessible explanations and adjusted communication based on real-time feedback. Facilitated workshops, interdisciplinary projects and student-led activities in classroom and after-school settings. Supported students with special educational needs, strengthening my ability to design inclusive and accessible experiences. Led student council work as a bridge between students, staff and leadership, turning user needs into practical improvements.

Education & Qualifications

Chas Academy, Stockholm (2024 – 2026)	Södertörn University, Stockholm (2012 – 2015)
UX/UI Design with Frontend Development	Bachelor of Education, Focus on Art and Music

Skills

Product & UX

- UX Research
- WCAG Accessibility
- Design Systems
- Interaction Design
- Figma
- Wireframes
- User Flows
- Information Architecture
- Prototyping
- Usability Testing

AI & Technical

- AI-assisted Design
- Prompt Engineering
- MCP
- React
- Next.js
- TypeScript
- JavaScript
- Tailwind

Collaboration

- Developer Handoff
- Workshop Facilitation
- Stakeholder Communication
- Agile (Scrum)

Positions of responsibility

- Management Board Member, Chas Academy (2024 – 2026) – student representation and program development.
- Safety Representative, Stenmoskolan (2021 – 2023) – promoting staff well-being, inclusion, and safe working environments.

Languages

Swedish (Native), Arabic (Native), English (Fluent), Persian (Fluent).