

Hadi Alabdullah

UX/UI Designer

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Calgary, AB

Product designer with a technical art certificate from Vertex School, designing interfaces in Figma and shipping freelance UX/UI work since October 2025. I combine user-centered problem solving with the systems thinking of a technical artist: building procedural assets and node-based shaders taught me to design in reusable, consistent systems. Years of customer-facing work taught me how real people hesitate, get stuck and decide, and I bring that into every flow I design. Bilingual and quick to learn new tools, with hands-on experience in user research, prototyping and design systems.

PORTFOLIO

hadialabdullah.com

Two case studies from research to tested prototype: D6 Tabletop Café, a client website redesign, and Second Thought, a mobile app.

EXPERIENCE

UX/UI Designer · Freelance

Oct 2025 – Present

- Design web and mobile interfaces in Figma, from sketches and user flows to high-fidelity prototypes
- Prepared Figma designs for developer handoff on several local freelance projects
- Translate client goals and user needs into clear layouts, building reusable components and consistent design systems
- Use AI features to automate repetitive work, such as creating placeholder images, resizing assets and duplicating components along with their variables, freeing time for research and iteration
- Run usability tests, revise designs to fix friction points, then re-test to confirm the fixes work
- Present design rationale to non-designers and manage timelines independently

Technical Artist · Freelance ALONGSIDE UX/UI WORK

Oct 2025 – May 2026

- Built node-based shaders in Unreal Engine and procedural materials in Substance Designer
- Created procedural 3D assets in Houdini, including a house, a skateboard ramp and windows
- Created visual effects in Houdini
- Wrote basic C++ in Visual Studio

EDUCATION AND CERTIFICATION

Tech Art Bootcamp · Vertex School · Certificate of Completion

Sep 2025

UX/UI training · Figma courses and one-on-one UX mentoring with a private tutor

High School Diploma · Lester B. Pearson High School

2016 – 2019

SKILLS

UX/UI design	Figma (auto layout, components, variants, prototyping), sketching, user flows, information architecture, responsive layouts, usability heuristics, accessibility basics, design handoff
Research	User and stakeholder interviews, usability testing, heuristic evaluation, competitive analysis, storyboarding, turning feedback into design decisions
AI-assisted workflow	Using AI features to speed up repetitive design tasks like placeholder images, asset resizing and duplicating components, then reviewing the output critically
Technical art	Node-based shaders and materials, procedural modeling, visual effects, basic C++
Tools	Figma, Unreal Engine, Houdini, Substance Designer and Painter, Visual Studio (basic C++), Microsoft Office Suite
Working style	Collaboration, clear communication, time management, attention to detail, comfort working independently

EARLIER EXPERIENCE

Customer Service Specialist · Adult Source

Aug 2022 – Present

- Spend every shift learning what confuses, intimidates or delights customers, and use that to explain complex product choices simply, especially for beginners and shy first-time visitors
- Designed in-store signage on the computer, including sale signs and policy notices, focused on readability and attention
- Troubleshoot POS and NCR system issues independently, finding root causes without managerial help
- Recommended new product categories to managers based on customer demand

Founder / CEO · Zenobia Stone Ltd (Stone Masonry)

Oct 2020 – Mar 2022

- Led medium to large projects through conceptual, schematic and design development stages, working from owner specifications
- Managed scheduling, cost control and a team, mentoring staff and coordinating around safety requirements
- Ran the business end to end, balancing client needs, constraints and deadlines

Sales Associate / Customer Service · Tip Top Sailors

Sep 2018 – Sep 2020

- Helped customers find the right products by asking questions and listening to their needs
- Maintained product displays to brand and visual standards
- Met or exceeded weekly sales targets while following store procedures