BILAL MARHABA

WEBSITE DESIGN & LAUNCH SPECIALIST | WEB EXPERT

📞 +961-7117-6698   📍 Lebanon   ✉ bilalmarhaba961@gmail.com   👤 Portfolio

ABOUT ME

Product Designer who builds and launches marketing websites end-to-end. I use Framer and webflow to transform brand vision into high-performance, responsive sites owning the entire process from UI design and CMS setup to QA and live deployment. My experience shipping complex SaaS products ensures your site is built on scalable, reusable systems.

KEY ACHIEVEMENTS

- Builds & Launches Websites: Full ownership from concept to live domain (see Brandbloomer.me).
- Framer Proficiency: Designs, develops, and publishes sites using components, CMS, and interactions.
- Systems for Scale: Creates component libraries and structured CMS for easy client updates.
- Ships Fast: Proven track record of delivering high-quality digital products on time.

SKILLS AND TOOLS

- **Stakeholder Communication** · Project Management · Product Lifecycle · Market Research
- **Figma (UI/UX Design,** Prototyping, wireframing, Systems design, Spatial UX storytelling)
- **Technical Acumen** (Next.js) · **Framer** · **Superbase** · **Webflow** · LLM APIs · Prompt Engineering · Agentic AI Systems

EDUCATION

Open University
Project management
Agile, stakeholder alignment, product lifecycle leadership

University of Helsinki
Computer Science

Google | UX Design Professional certificate
User Experience Design, Responsive Web Design, UI/UX Research, Usability Testing, Figma (Design Software), Wireframing, Prototyping, Information Architecture

IBM | RAG & AGENTIC AI SYSTEM | Professional certificate
Rag & Agentic AI Systems – Gen AI Systems, UI Components, Semantic Web, Prompt Engineering

KEY PROJECTS

BRAND BLOOMER

Senior Product
Designer & Developer
(Present | Contract)

- Designed, built, and launched a complex, immersive marketing website.
- Engineered scroll-driven interactions and responsive layouts.
- Result: Reduced bounce rate by 45% and increased high-value lead conversion.
- Proof of end-to-end website launch capability.

**Award-Winning
Agency Website**

EXPERIENCE

PINNIFY AI

Senior Product
Designer (2023–2025 |
Contract)

Led UX strategy and
interface design for
an AI-powered
content creation
platform targeting
TikTok and Pinterest
creators.

- Built LLM dashboards, prompt-first flows.
- Architected scalable design system for complex AI decision-making interfaces and real-time content engines that reduce creation time by 60%.

- Delivered dev-ready prototypes that accelerated engineering timelines by 40%.
- Completed full AI SaaS design and deployment – Led the end-to-end design and delivery of Pinnify's web platform, integrating AI workflows into a scalable SaaS product.
- Designed and shipped mobile app UI/UX – Created intuitive, creator-focused mobile experiences that aligned with the web platform and supported cross-device workflows.
- Positioned the product for growth – Helped establish Pinnify AI as a trusted tool for Gen Z creators, boosting adoption and credibility in the content-creation space.

QUICK PROJECTS LINKS

Mivrak.com

3D immersive storytelling (Web3.0 feel)

Pinnify.app

AI content engine for TikTok/Pinterest creators

sealinker

fast fashion brand concept copy form shein business model.

Brandbloomer.me

3D immersive storytelling (Web3.0 feel)

Biddeliver.com

A logistics SaaS application that seamlessly integrates real-time bidding with AI for goods and services.

Foreverlit

Designed elite streetwear brand experience.