

YOUSSEF FAROUK

Architecture-Trained UI/UX & Brand Designer

Kuala Lumpur, Malaysia | +60 14-774 4814

EMAIL ME

LINKEDIN

VIEW PORTFOLIO

PROFESSIONAL SUMMARY

Multidisciplinary designer with a Bachelor of Science in Architecture (final semester, UCSI University) and 6+ years of professional experience across UI/UX, brand identity, and digital product design. Applies architectural training in spatial reasoning, structural logic, and human-centered planning to build intuitive, scalable digital experiences. Proven track record delivering end-to-end design systems, e-commerce platforms, and brand identities for international clients across luxury, tech, healthcare, and retail sectors. Seeking to bring a cross-disciplinary design perspective to architecture-adjacent and product design roles.

CORE SKILLS

Architecture & Spatial Design: Revit, AutoCAD, SketchUp Pro 2025, Reyon Design, Profile Builder, 3D Modeling, Spatial Planning, Structural Logic

3D Rendering & Visualization: D5 Render, Enscape, Morpholio Trace, Procreate, Concept Sketching

UI/UX & Web Design: Figma, Framer, Webflow, WordPress, Wireframing, User Flow Design, Design Systems, Responsive Web Design

Visual Design & Branding: Adobe Photoshop, Adobe Illustrator, Brand Identity Design, Typography, Packaging Design, Visual Hierarchy

Digital Marketing: SEO Fundamentals, Digital Campaign Strategy, Conversion Rate Optimization

Languages: Arabic (Native), English (Fluent)

PROFESSIONAL EXPERIENCE

- Product & UI/UX Designer

2025 – 2026

Crux — United Kingdom (Remote)

 - Design UI/UX architecture for a proprietary time-capsule application, translating complex user flows into clean, modern digital interfaces.
 - Lead end-to-end corporate branding and front-end website development, aligning the product's technical mechanics with a cohesive web presence.
 - Promoted from an initial design engagement to a dedicated product design role after successfully delivering the platform's technical design phase.
- Founder & Creative Director (Side Venture)

2024

Onyx Streetwear — Malaysia

 - Founded and directed a streetwear apparel company, owning brand identity, product design, and go-to-market strategy from concept to launch.
 - Converted digital branding and marketing efforts into 500+ physical unit sales within the first year.
- Web Designer & Framer Developer

2023 – 2024

Krux Agency — Kuala Lumpur, Malaysia

 - Led UI/UX design and no-code web deployment (Framer) for B2B and B2C clients across international markets within a fast-paced advertising agency.
 - Delivered scalable e-commerce platforms, including a luxury retail site for Sedylicious (Maldives) and B2B ordering infrastructure for Bolido Food (Malaysia).
 - Designed digital marketing assets that improved visual hierarchy and conversion rates across client portfolios.
- Independent UI/UX & Brand Designer (Freelance, Concurrent)

2020 – Present

Self-Employed — Remote

 - Deliver web builds, brand identities, and digital marketing assets for international clients across luxury, tech, and healthcare sectors, alongside the full-time roles listed above.
 - Built a complete visual identity and premium branding suite for V12, a luxury automotive agency based in Riyadh.
 - Designed and launched an interactive website, brand identity, and marketing collateral for Edufox.
 - Redesigned the UI architecture for Golden Wing Aerial's digital portfolio, improving site performance and visual hierarchy.

- Produced commercial packaging design for Tanset and brand illustration assets for Al Nahdi Pharmacy.

Apparel Graphic Designer

2020 – 2022

Pineheart — Remote

- Produced 200+ commercial graphics and typography layouts for international e-commerce storefronts on Amazon and Etsy.

EDUCATION

Bachelor of Science in Architecture (Final Semester)

UCSI University — Kuala Lumpur, Malaysia

- Applying human-centered design, structural logic, and spatial awareness to physical and digital environments.
- Utilizing advanced architectural software and 3D modeling to inform layout hierarchy and user flow.

CERTIFICATIONS

- Branding & Visual Design — 2023
- Google Digital Marketing Certification — 2022
- Diploma in Adobe Photoshop & Illustrator — 2022