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Agadir, Morocco

Work Experiences

UX/UI Engineer & Educator

Aug 2023 - Present | Orange Maroc Morocco

- Mentorship and Training of 850+ Design Participants
- Support & Mentorship for UX/UI Design projects
- · Creation of design materials for Business Committees
- Organization of Events for Design Community

Senior UX/UI Designer

Jan 2023 — Aug 2023 | Elham.sa Saudi Arabia

- Design interactive Learning Components
- Conducting A/B Tests, UX Audits, Research, User Testing
- Improved Design System for Angular Developers
- · Contributed to strategic planning with founders
- UX audit for clients platforms (e.g., Misk Hub)

UX/UI Designer

Jul 2022 — Dec 2022 France | <u>Tipstop</u>

- Contributed as a team player to user research, usability testing, and visual design
- Conducting competitive analysis to optimize design
- Took part in the revamp of the whole platform (website & mobile app) through research and design

Product - UX Designer

Jan 2022 — Dec 2022 | Yutapp **United States**

- Development of User Interface & User Experience
- Active participation in All Project Phases
- Collaboration with Developers

UX/UI & Digital Designer

Sep 2020 — Jan 2023 | <u>Major Media</u> Morocco

- Design & Graphic Creation, Social Media design strategies
- Conducting UX research & developing strategies
- Designing (+50 Projects) Web and Mobile for Prestigious Clients including Adidas Morocco, IRESEN, and E3Cortex

UI Designer

Oct 2021 — Sep 2022 | Nova Labs Qatar

- UI Design for websites and mobile applications
- Collaboration with Clients (QFA, Smoothie Factory)
- Development of interactive Prototypes

Volunteer Work

- Speaker Devoxx Morocco 24
- Webflow Global Leader Morocco May 2024 — Present
- Friends of Figma Leader Agadir

Oct 2022 - Present

BizTech Morocco

Jan 2022 — Jun 2024

LGeek

Oct 2018 - Jan 2024

Skills & Expertise

Research & Design **Software** Research Plan creation Figma User Persona building Figjam, Miro Survey design **Jitter Usability Test** Adobe Photoshop A/B Test Adobe Illustrator **UX Audit** Adobe Premiere Pro Wireframing & Visual Design Webflow Prototyping & Interaction Framer Design System Maze, Useberry Handoff Design Jira **Design Thinking** Accessibility

Certifications

Uxcel - UX Researcher Professional Certification

Present - Online

Google - UX Design Professional Certificate

Oct 2024 - Online

IBM - Enterprise Design Thinking Practitioner

Dec 2023 - Online

Webflow - Expert Certification

May 2023 - Online

Education

Bachelor's Degree - Tourism Management

Sep 2019 — Jun 2021

University Cadi Ayyad

Languages

English - Conversational

French - Fluent

Arabic - Native

Projects

- Figma Agadir Watch Party 2024 Friends Of Figma
- Founder of Morocco's Event Platform Eventna.Live
- Hackathon Eu Africa The Journey

Top 10 Winner In The African-European Online Hackathon Program