

# DILA KESSI

## UI/UX PRODUCT DESIGNER

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[www.dila.design/](http://www.dila.design/)

### SKILLS

End-to-end design process  
Web + Mobile (iOS, Android)  
B2B SaaS products  
Enterprise applications  
Leadership and mentorship  
Project Management  
Responsive design  
User research  
Figma  
Sketch  
Adobe Creative Suite  
Maze  
Miro  
AI-powered design tools  
Usability testing  
Wireframes  
Prototypes  
High-fidelity UI  
Design systems  
UI standards  
Agile environment  
Cross-functional collaboration  
Excellent Communication  
Simplify complex workflows  
Accessibility (WCAG)  
Inclusive design principles  
Multilingual SaaS products  
Stakeholder presentations  
Pragmatic, iterative, humble, curious  
Analytical Mindset  
Organized, action-oriented  
Receptive to feedback  
Team-oriented

Hi, I'm Dila. I've spent the last decade designing and launching B2B and B2C SaaS applications across mobile (iOS/Android) and web platforms—turning complex workflows into intuitive, user-friendly solutions. Recently, I've been diving into AI-powered design tools and workflows, experimenting with how emerging tech can simplify and modernize product experiences.

### WORK EXPERIENCE

#### FOUNDER / PRODUCT DESIGNER

##### BLOOM - INDEPENDENT PROJECT | APRIL 2025 - PRESENT

- Designing an AI-powered mobile journaling app that uses large language models to generate personalized insights and guided audio.
- Conducted market research to identify user pain points in mental health and self-reflection apps.
- Ran remote usability testing with Maze to validate early flows, prototypes, and onboarding concepts.
- Leading the 0 to 1 product design process: user research, workflows, wireframes, and high-fidelity UI in Figma.
- Building a scalable design system for mobile-first use cases ahead of launch.

#### SR. UI/UX DESIGNER

##### ORDR - REMOTE | APRIL 2024 - APRIL 2025

- Led a major redesign of the Ordr Protect platform, a B2B SaaS enterprise application, overhauling navigation to be more scalable and consistent, and redefined the design system for clarity and usability.
- Designed the Ask AI tool as a copilot experience, enabling security teams to query asset data in natural language and receive guided, contextual insights. Focused on making AI outputs trustworthy, actionable, and seamlessly integrated into existing workflows.
- Designed the asset intelligence workflows, and asset graph with progressive disclosure and data visualization to simplify complex tasks.
- Partnered closely with PMs and engineers in an agile environment, balancing user research insights with business and technical constraints.

#### PRINCIPAL PRODUCT / UI/UX DESIGNER

##### COLORTOKENS - ONSITE & REMOTE | JULY 2017 - APRIL 2024

- Joined at early stage and helped take the platform from 0 to 1, designing and shipping multiple enterprise cybersecurity SaaS products (Xshield, Xprotect, Xaccess, Xcloud).

- Conceived and designed the Asset Visualizer, a flagship feature that enabled users to see and manage complex asset relationships through intuitive data visualization — it quickly became a core differentiator and a favorite among enterprise customers.
- Extended impact beyond product by shaping the company's brand identity — logo, visual system, ad campaigns, conference booths, and explainer videos

### **LEAD PRODUCT / UI/UX DESIGNER**

TP-LINK - ONSITE | OCTOBER 2014 - APRIL 2016

- Took the Kasa Smart app from 0 to 1, shaping the product direction and design from the ground up.
- Designed mobile workflows for automation, scheduling, and monitoring, backed by user research and usability testing.
- Collaborated closely with engineers and product managers to launch an app that grew to over 1 million active users worldwide.

### EARLIER ROLES

#### **SR. UX DESIGNER**

GOOGLE - ONSITE | APRIL 2014 - OCTOBER 2014

Designed internal tools adopted by global sales teams; founded and ran the UX Clinic to support rapid design feedback.

#### **LEAD VISUAL DESIGNER**

AEROHIVE NETWORKS - ONSITE | FEBRUARY 2013 - APRIL 2014

Designed HiveManager apps and contributed front-end HTML/CSS for production.

#### **FULL-TIME UX CONTRACTOR & PART-TIME UX CONSULTANT**

CISCO - ONSITE & REMOTE | MARCH 2012 - OCTOBER 2018

Worked across Smart Grid and designed end to end experiences for industrial router interfaces; delivered templates and visual assets an HTML/CSS for production.

#### **VISUAL & UI/UX DESIGNER**

IWIN - SAN FRANCISCO, CA | JULY 2011 - JULY 2012

Designed UI for social games on Facebook (Family Feud, Deal or No Deal); used gamification to boost engagement.

### EDUCATION

#### **MFA IN WEB DESIGN & NEW MEDIA**

ACADEMY OF ART UNIVERSITY

San Francisco, CA  
2009 - 2012

#### **BFA IN GRAPHIC DESIGN**

ECOLE SUPÉRIEURE DES BEAUX ARTS

Algiers, Algeria  
2000 - 2005