

SAID OUTTALEB

SENIOR UX/UI DESIGNER



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ABOUT ME

Senior UX/UI Designer with 5+ years of experience designing scalable design systems and intuitive digital products for enterprise, public sector, and aviation. Skilled in user research, prototyping, and leading cross-functional teams to deliver high-impact web and mobile solutions. Proven ability to improve usability, optimize workflows, and drive digital transformation.

EDUCATION

Master's in Digital Transformation

In Progress

ENSA Kenitra

Professional License in DB administration & web development

2020-2021

FST SETTAT

Diploma in Multimedia Development

2016-2018

Higher Institute of Graphic Arts - ISAG

CERTIFICATION

Enterprise Design Thinking

2024

IBM SkillsBuild

Agile

2024

IBM SkillsBuild

User Experience Design

2024

IBM SkillsBuild

UX Design

2021-2022

GOOGLE

WORK EXPERIENCE

UX UI Designer . SANLAM MAROC

02/2025 – Present

- Led user research and usability testing to identify pain points and drive design improvements
- Contributed build Sanlam Maroc's digital design system through competitor research, benchmarking, and platform audits.
- Enhanced Auto and Health product flows for better usability.
- Contributed to the redesign of Sanlam Maroc's mobile app for a more intuitive user experience.

UX UI Consultant . ROYAL AIR MAROC

01/2024 – 02/2025

I contributed in transform ideas into intuitive digital products—enhancing experiences for travelers, crew, and internal teams while supporting both innovation and efficiency across the business

Projects designed and launched :

Improved the overall user experience of Royal Air Maroc's mobile app, enhancing key flows and modernizing UI.

RAM Upgrade (web & app) : a last-minute upgrade platform that generated significant revenue and strong user engagement.

Flightpass : enabling users to purchase flexible multi-flight passes with a streamlined booking experience.

Skyshop Store & Meals Eco (web & app) : allowing travelers to pre-order duty-free products and onboard meals (economic class) for convenient in-flight delivery.

Flightwatch : a crew-facing operational app for monitoring flight details, passenger data, fuel, aircraft status, and all flight-related logs before take off.

UX UI DESIGNER . ITROAD GROUP

02/2023 – 02/2025

Designed and optimized digital platforms across diverse sectors—including investment (**CRI Souss-Massa**), social services (**CNSS, CMR, FM6**), government (**DGSSI**), agriculture (**ADA, ONSSA**), port logistics (**PortNet**), and utilities (**Lydec, RADEM, RADEEJ**). My role focused on transforming complex processes into intuitive, efficient digital experiences.

Key Contributions :

- Led UX/UI design for large platforms using Design Thinking and iterative collaboration.
- Conducted research, benchmarking, and audits to drive usability improvements.
- Produced full UI solutions—from wireframes to polished prototypes—in Figma and Miro.
- Managed client alignment across user, business, and technical needs.
- Oversaw and supported a small UI team to uphold quality and consistency.
- Simplified complex enterprise and public-sector workflows to support digital transformation.

UX / UI Design

2020

LYNDA Courses

3D Modeling (C4D)

2019

LYNDA Courses

DIGITAL MARKETING

2018

GOOGLE

LANGUAGES

ARABIC

Native Speaker

ENGLISH

Intermediate High

FRENCH

Intermediate Mid

SOFT SKILLS

- Problem-solving
- Design thinking
- Critical thinking
- Adaptability
- Creativity
- TeamWork
- Attention to detail
- Empathy
- Time management
- Agile workflow

INTEREST

- Fitness / Surf
- Continuous learning
- Reading (Design, psychology, AI & tech)
- Gaming

WIKREATE

01/2019 - 02/2023

UX UI DESIGNER

12/2020 - 02/2023

- Designed UX flows, wireframes, and high-fidelity prototypes for web platforms, internal dashboards, and e-commerce products.
- Led usability testing to validate concepts and improve user experience.
- Worked with Figma, XD, Miro, and Adobe tools throughout the design cycle.
- Increased usability and reduced errors by refining workflows and design processes.

WEB DESIGNER

01/2020 - 12/2020

- Designed corporate websites, landing pages, and e-commerce interfaces with a strong focus on usability and brand consistency.
- Worked across UI design, front-end integration, WordPress, and animations.
- Strengthened brand identity and engagement through clean, responsive design systems.

MOTION & GRAPHIC DESIGN

01/2019 - 01/2020

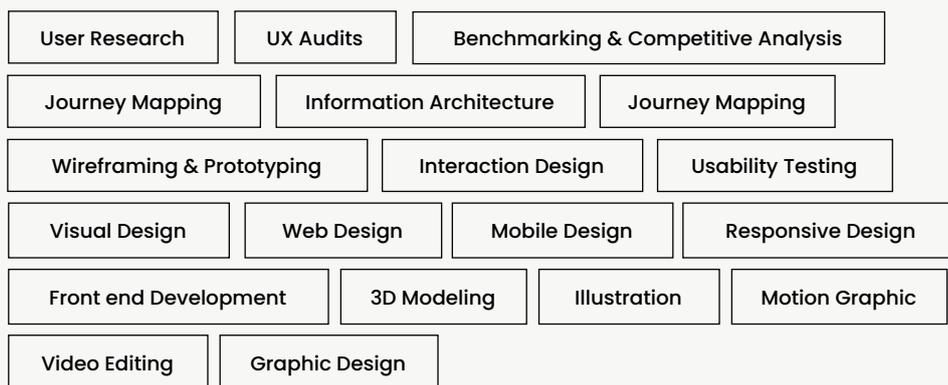
- Designed brand visuals, motion graphics, & video content across digital and print platforms.
- Enhanced brand presence and engagement through cohesive visual storytelling.
- Created motion and video assets using After Effects, Premiere Pro, Adobe Suite, and 3D tools.

MOTION & VIDEO EDITING . FIVERR

10/2017 - 01/2019

- Created motion graphics, animated intros, and promotional videos for clients across various industries.
- Edited video content for social media, ads, and brand campaigns focusing on storytelling.
- Delivered high-quality visuals using After Effects, Premiere Pro, Illustrator, and Photoshop.

SKILLS



TOOLS

