

# Zakaria Aourir

## UX Designer | UX Research | Front-end Developer

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UX designer focused on creating intuitive, accessible digital experiences through user-centered methodologies and 5+ years of front-end development expertise. Specializes in combining user research, interactive prototyping, and technical implementation to deliver solutions that enhance performance and meet business objectives

## SKILLS

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**UX Research :** Interviews, Observation, Brainwriting, User Testing

**UX Design :** Wireframing, Prototyping, Information Architecture, Problem Definition & Ideation

**Design Tools:** Figma, Illustrator, Photoshop, Miro, FigJam

**Technical Implementation :** Angular, React, JavaScript/TypeScript

**Languages:** English (Professional), Arabic (Native), French (Professional)

## PROFESSIONAL EXPERIENCE

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**Front-end Consultant / Davidson** | Paris, France

Aug 2022 - Present

- Conducted usability testing to identify key pain points, resulting in 30% reduction in application issues
- Enhanced design systems across projects, improving overall usability by 20%
- Collaborated with UX teams to implement user-centered design principles in client applications

**Front-end Engineer / Freterium** | Casablanca, Morocco

Oct 2021 - July 2022

*Cloud supply chain platform*

- Designed and developed a web application's interfaces from concept to implementation
- Significantly improved performance and UX, focusing on design and functionality(improved 25%)
- Collaborated with the team to implement user-centered design principles across front features

## UX PROJECTS

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### Telehealth Solution with Hologram Technology

*Concept & Design*

- Designed a mobile solution for rural healthcare access featuring hologram technology
- Conducted secondary research on healthcare challenges in rural areas
- Created user flows and interface designs addressing constraints of remote healthcare delivery

### Reporting Module Optimization

*UX Research & Analysis*

- Conducted stakeholder interviews, user research panel to identify pain points in reporting module
- Analyzed qualitative data to generate actionable insights about user needs and workflow challenges
- Redesigned user flow and eliminated unnecessary interface elements, improving reporting efficiency

## EDUCATION & PROFESSIONAL DEVELOPMENT

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**UX Research Certification** | Le Laptop Course

**Software Engineering Degree** | INPT | Rabat, Morocco | 2017 - 2020

**Udemy Certificate** | The Complete Prompt Engineering for AI Bootcamp : Leveraging AI for UX