Abderezak KAFI

UX/UI Designer | Paris, **w**: www.abderezak.pro, **t**: +33 764 08 42 05, **e**: abderezak.kafi@gmail.com

SUMMARY

- 3+ years delivering UX/UI design projects as a consultant
- Experience in all UX/UI design phases from business objectives to concept, optimization, and productization
- International experience with multiple geographies and cultures
- Multidisciplinary profile spanning Software development and Design
- Proactive team player, methodical, and details oriented

EXPERIENCE

YOUNIQ
Oct 2020 – Present • London, United Kingdom

A user-centric platform that makes user's online journey, clear, simple, and secure
- Transformed a concept to a high-fidelity prototype in 6 weeks
- Planned and executed UX research (scored 95.83 on System Usability Scale)
- Elaborated and managed the design system (+20 components, +100 screens)
- Documented more than 600 user stories and planed 15 sprints as a PO

WISSAL TECHNOLOGY
June 2019 – Sep 2021 • Paris, France

A consulting company that I accompanied in 6 projects
- Planned and executed UX research/design in different business sectors (e-commerce, travel, consulting…)
- Worked on multiple projects' types (SaaS, responsive websites, mobile apps)
- Built an e-comm. website MVP using WordPress and optimized the buying funnel
- Onboarded and coached 3 UX designers and a graphic designer
- Validated the design outputs and communicated them to clients

TEACH ME ARABIC
Mars 2020 – Sep 2020 • Riyad, Saudi Arabia

A language-learning mobile app
- Co-designed the product with an international team of 4 designers and 2 POs
- Planned UX research and elaborated the protocols to improve users' onboarding and confirm the hypothesis about adding new functionalities
- Included 4 gamification elements to increase learners' monthly active time

KYO CONSEIL
Jan 2020 – Mar 2020 • Algeria

A digital marketing and software development company
- Elaborated a software requirement specification document for a finance company based on IEEE Std 830-1998 for SRS
- Helped KYO Conseil to develop their UX process and offers and designed their UX services website

EASY RELAY
Sep 2019 – Feb 2020 • Algeria

A B2C delivery company
- Improved delivery and pickup agents' mobile apps UX
- Used BPMN2 to model the business processes and suggest improvements
- Improved their CRM's UX

OPTICHARGE
Oct 2019 - Nov 2019 • Algeria

A B2B techno-logistics platform that connects shippers and carriers in real-time
- Delivered an MVP in 2 months by implementing a Lean UX process
- Designed a multilevel access mobile app to meet the needs of customer segments

CROM
May 2019 - July 2019 • Algeria

A B2B marketplace
- Audited the website and implemented the best e-commerce practices based on Google recommendations
- Designed a responsive UI for customers, suppliers, and administration

QUIZZITO
Sep 2018 - Nov 2018 • Algeria

A platform that helps children read more books while having fun
- Tripled the average monthly reading time by kids
- Redesigned the UX/UI for parents and kids (+70 screen)

EDUCATION

- Master's in Multimedia and Interface Design 2020 – 2021 Sorbonne Paris Nord
- Engineering degree in Information systems and technology (BAC+5) 2015 - 2020 • ESI Algiers

SKILLS

Ux skills
- User interviews
- Usability testing
- Design thinking
- A/B testing
- Surveys
- Competitive analyses
- Product audit
- Information architecture
- Navigation design
- Interface design

Ux deliverables
- Personas
- Scenarios
- Experience map
- User journey map
- Task flows
- Wireframes
- Design systems
- INVEST user stories

Ux tools
- Figma
- Sketch
- Adobe Xd
- Axure RP
- Balsamiq
- Invision
- Zeplin
- Uxcam, Hotjar, Analytics
- Teams, Jira, Slack, Calendly

Basic software dev. skills
- HTML, CSS, JS, Bootstrap

Languages
- English (Fluent)
- French (Fluent)
- Arabic (Native)

REFERENCES

Available from the following on request:
- Leslie MATTE
- Gabriel Larbalete
- Nabil CHAIR
- Bilal SEFSAF

Click here to read recommendations