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I'M NOUREDDINE & I'D LOVE TO BE YOUR NEXT DESIGN HIRE.

As an end-to-end designer with over 15 years of experience, I am passionate about creating user-centric, intuitive, and engaging experiences that drive meaningful business outcomes.

For the past 2.5 years, I have served as the Head of Design at Simple Online Healthcare, where I successfully led a wide range of projects. This includes overseeing the design of a comprehensive internal admin system, executing a successful rebranding initiative, and developing web and mobile interfaces for patients. Additionally, I spearheaded the migration of the company's blog and landing pages to Webflow, implemented hundreds of fixes, and was instrumental in the planning and design of our robust design system. In this role, I cultivated a strong design culture, managed a team of two in-house designers and three contractors, and ensured compliance with industry policies and regulations in the UK, Germany, and Australia.

Throughout my career, I have demonstrated exceptional leadership skills in guiding and empowering small design teams to deliver impactful results. As the Head of Design at Simple Online Healthcare, I successfully led a team of two in-house designers and three contractors, fostering a collaborative and innovative environment. By establishing clear goals, providing mentorship, and encouraging open communication, I ensured that each team member was equipped to contribute their unique skills and expertise. By promoting a culture of continuous improvement and celebrating achievements, I motivated the team to consistently deliver high-quality work while maintaining a positive and productive atmosphere. My experience in leading small design teams has not only resulted in successful project outcomes but has also fostered professional growth and development for team members, creating a lasting impact on both individuals and the organisation as a whole.

One of the key strengths I bring to the table is my ability to navigate ambiguous and restrictive guidelines, particularly within the healthcare industry with its traditional pharmacy roots. I am adept at working within regulatory frameworks and policies while delivering exceptional user experiences tailored to different regions. Furthermore, my experience collaborating with a small engineering team has honed my skills in making design decisions that are implementable within existing capacity. This strategic approach allows me to drive quick wins while also addressing broader, long-term challenges, resulting in frequent and impactful improvements for both internal stakeholders and end-users.

My design process revolves around three core pillars: the business, the user, and data. By thoroughly understanding the workings of the business and the needs of the user, I leverage data-driven insights to inform my design decisions. This holistic approach ensures that my designs not only meet user needs and expectations but also align with business objectives, all while maintaining an aesthetically pleasing aesthetic.

🎨 15+ years of experience in design
📣 5 years in lead roles managing up to 5 designers
📊 4 years of experience working on SaaS projects and products
🖼️ Specialising in product, digital and brand
🖥️ Expertise in front-end development, webflow, product strategy
💪 Strong background in B2B, B2C, B2B2C in healthcare, eCommerce and events industries