



SIHAM KALACH

DIGITAL TRANSFORMATION & AI STUDENT

Passionate about IT and innovation, I blend creativity, analytical thinking, and strong design sense to build secure, scalable, and elegant digital solutions. I have a curious mind, strong communication skills, and a deep interest in learning, problem-solving, and proposing logical, long-term solutions.

 sihamkalach3@gmail.com

 +212720498527

 <https://sihamkalach.vercel.app/>

 Siham Digit Hub

FORMATION

ENGINEERING | DIGITAL TRANSFORMATION AND AI

National School of Applied Sciences,
Al-Hoceima
2021 – 2026

BACCALAUREATE IN PHYSICAL SCIENCE

Salouane El Hassani High School
2020 – 2021

SKILLS

FRONTEND

React.js, HTML5, CSS3, Bootstrap, Js (ES6)

BACKEND

Django (Python), Django REST
Framework

DATABASE MANAGEMENT

PostgreSQL, MySQL, MongoDB, Firebase

TOOLS & METHODOLOGIES

Git, Docker, Postman, JIRA, Scrum,
Kanban

CLOUD SERVICES

AWS : S3, EC2, Route 53, RDS, Lambda,
CloudFont, CloudWatch ...

LANGUAGE

Arabic: Native language
French: Professional level
English: Professional level

CERTIFICATIONS

Solutions Architect Knowledge Badge
– AWS
Migrating to the AWS Cloud
– Coursera & AWS
React Basics Certificate – Meta
Python for Data Science, AI &
Development – IBM

EXPERIENCE

FOUNDER – DIGITLABX | DIGITAL PRODUCTS STORE

DigitLabX | July 2025 – Present

- Founded DigitLabX, a digital products brand specializing in premium AI prompts for personal branding.
- Conducted advanced market and competitor research to identify profitable niches and high-demand products.
- Led the end-to-end business launch, from concept validation and product design to Shopify development, branding, and go-to-market execution.
- Designed and optimized Meta Ads campaigns focused on conversion growth and customer engagement through data-driven insights.
- Directed the creative strategy using Canva, delivering cohesive visuals and brand consistency across all platforms.
- Scaled a sustainable digital business ecosystem by combining business intelligence, digital marketing, and innovative product design.

RESEARCH AND DEVELOPMENT PRODUCT ANALYSIS INTERN

HONEST MEDIA | July 2025 – September 2025

- Conducted market research and benchmarks (national & international) to evaluate existing no-code solutions and identify opportunities for Moroccan SMEs.
- Authored Product Requirement Documents (PRD) and Technical Documentation, translating business needs into technical specifications.
- Designed UML diagrams (use case, class) to formalize system conception and architecture.
- Developed the frontend (React) and backend (Django), implementing core features of the platform.
- Actively participated in project management meetings, contributing to requirement refinement, feature prioritization, and milestone planning.

FREELANCE WEB DEVELOPER

FIVERR | September 2024

- Upgraded application performance by replacing the eval() function with AJAX and debugging critical issues using JS and PHP.

WEB DEVELOPER INTERN

3D SMART FACTORY | July 2024 – September 2024

- Assisted in the development of 3D processing applications using Django, React, Three.js and Trimesh.
- Simplified file.obj processing, coloring, and visualization tasks.