

# SOFIANE BENSLIMANE

Senior Design Technologist | UX/UI & Design Systems | AI-Driven Marketing

## PROFESSIONAL SUMMARY

Impact-driven Senior Design Technologist with 12+ years in travel technology, at the intersection of design, technology, and marketing. Currently leading AI-driven creative automation and personalized marketing systems at Agoda, helping millions of travelers worldwide. Expert in UX/UI design, responsive websites and email systems, creative automation pipelines, and AI-driven personalization. Recognized for scaling global campaigns, accelerating production by 50%, and driving measurable revenue growth.

## PROFESSIONAL SUMMARY

### AGODA (BOOKING HOLDINGS COMPANY)

#### Senior Creative Design Technologist, Brand Team

Mar 2021 – Present  
Bangkok, Thailand

- Spearheaded AI-driven email campaign automation system (Figma → HTML → Litmus → ESP), integrated with AI-driven components, reducing production time by 50% and enabling 200+ personalized campaigns monthly.
- Designed hyper-personalized retargeting emails with review summaries, price advisors — boosting engagement and contributing to \$30K+ daily long-term contribution gain.
- Built responsive email design system (HTML + Outlook-safe VML) for 13+ languages and markets, ensuring brand consistency and accessibility across platforms.
- Developed city/landmark AI image & video libraries (600+ cities × personas, 98% QA accuracy), powering localized travel marketing at scale across email, and social.
- Designed and developed responsive landing pages and micro marketing websites for global campaigns, integrating SEO, analytics, and localization to maximize performance.
- Collaborated on global brand campaigns (Butterfly Effect, Bridging the World, Footprints to Adventure), contributing concepts, video storytelling, and OOH creative reaching millions of travelers.
- Partnered with Customer Marketing, Performance Marketing, and Product teams to implement faster A/B testing frameworks, accelerating campaign iteration and responsiveness.
- Participated in Agoda AI Hackathons, delivering prototypes (AI video ads) later adopted into production workflows.

### 11-INFOTECH SYSTEM CO. LTD.

#### Senior UX/UI Designer & Frontend Developer

May 2011 – Mar 2021  
Bangkok, Thailand

- Led end-to-end UX/UI design and frontend development for enterprise travel and hospitality clients across B2B and B2C products.
- Designed customer journeys and web applications that improved usability and client adoption across multiple markets.
- Collaborated with product owners to define requirements and create design standards and guidelines.
- Mentored junior designers and ensured consistent design quality across projects.

### 31 DIGITAL AGENCY

#### Founder / Solo Designer

Apr 2017 – Apr 2019  
Bangkok, Thailand

- Founded and managed a one-person digital agency helping SMEs transition online.
- Delivered branding, websites, and e-commerce platforms, managing the full product lifecycle from discovery workshops to delivery.
- Balanced client needs, business goals, and technical feasibility to create impactful digital solutions.

## CONTACT

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## EDUCATION

Institut de Formation en Gestion (IFG), St Michel, Algiers  
Bachelor in Business Computing & IT Management  
2005 – 2008

## CORE SKILLS

### Design & Technology

UX/UI Design, Design Systems, Responsive Websites, Figma, Webflow, WordPress

### Automation & AI

Creative Automation (Figma + Make + Vertex AI),  
Personalization, A/B Testing Frameworks

### Frontend Development

HTML, CSS, JS, Responsive Email Development

### Soft Skills

Systems Thinking, Problem-Solving, Cross-Functional  
Collaboration

### Languages

English (Full Professional)  
French (Native)  
Arabic (Native)  
Thai (Limited)