

Design Portfolio

I'm Yousri, a product designer
and former entrepreneur with
a background in HCI and IT.

Say Hi :)



+49 179 4384691 cherif.yousri@gmail.com

I design and manage
digital products that
are clear, functional,
and human.

Product Design	03 - 20
Visual Design	21 - 22
Physical Experience Design	23 - 26
Photography	27 - 31
Film	32 - 37

Product Design

Skills

User Research
Prototyping
Design Systems
Interaction Design

Tools

Figma
Miro
Adobe Creative Suite
HTML, CSS, JavaScript

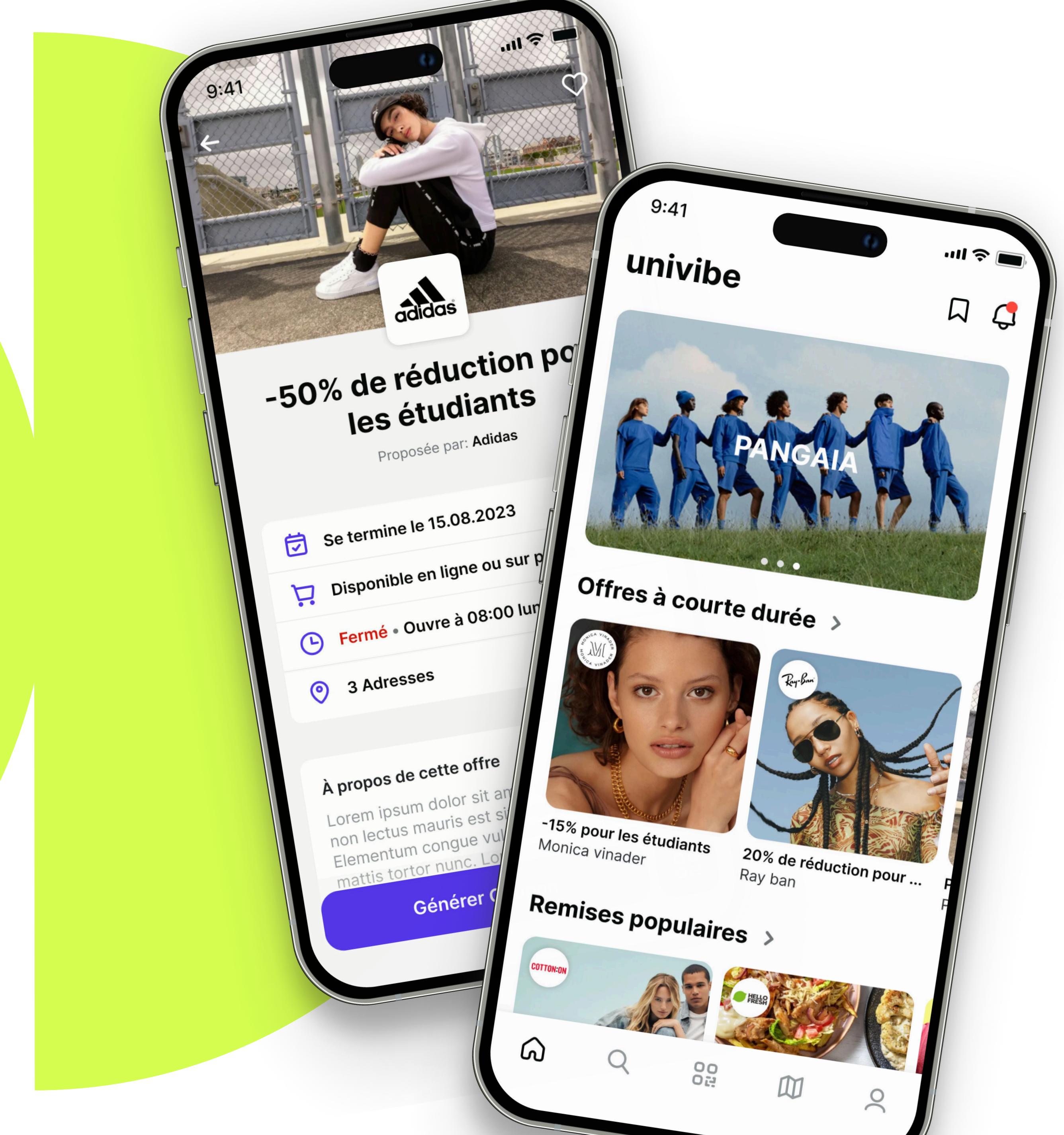
Univibe

Univibe is a mobile platform that helps students in Tunisia access exclusive discounts from various brands across entertainment, fashion, wellness, and more. Built to make student life more affordable and connected, the app lets users discover and redeem offers instantly through digital coupons or QR codes. As a co-founder, responsibilities included guiding the brand direction in collaboration with a brand designer, defining the product vision, and designing and managing the product.

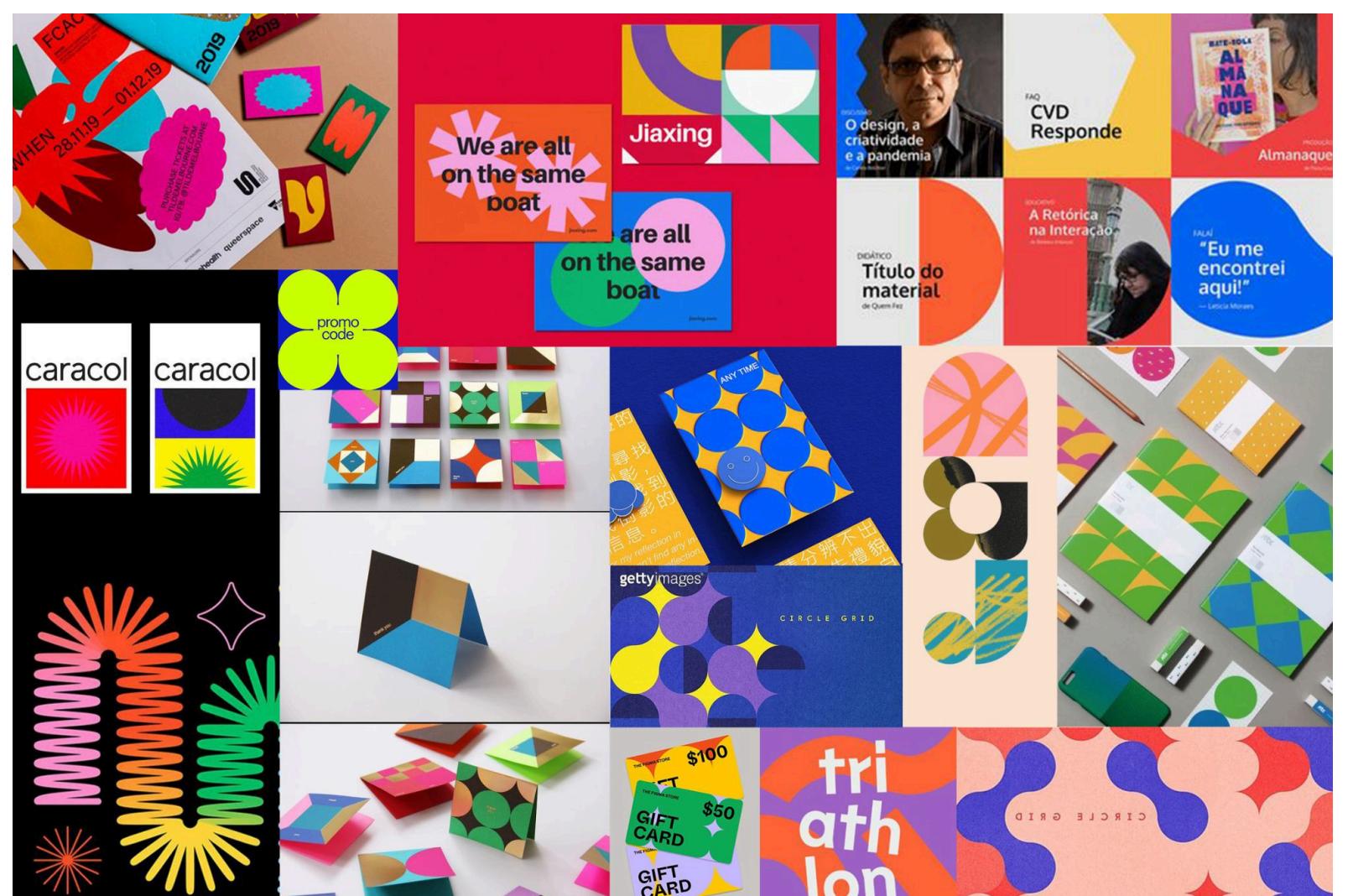
Industry
E-Commerce

Platform
Mobile
Web

Role
Co-Founder
Product Manager and Designer



Moodbaord



Iterating the Brand Identity with Malek Jerbi

Together, we explored multiple iterations to refine color, typography, and form. Malek developed the final brand identity system, balancing playfulness with structure, while I extended the visual identity across marketing and product interfaces.



[BRAND IDENTITY BY MALEK JERBI ↗](#)

Defining the Brand Vision

The brand vision was built around joy, energy, and optimism — a reflection of student life and the sense of community Univibe aimed to create. I wanted the identity to feel youthful, vibrant, and genuine while maintaining clarity and modernity. After interviewing several designers, I selected Malek Jerbi, whose style best captured this direction. I prepared a detailed moodboard to communicate the desired tone and set the foundation for the visual language.



* les étudiants sont fatigués



Competitor Analysis

The process began with research into both international and local competitors. Platforms like Student Beans, UNiDAYS and Club Privileges were analyzed to understand their user experience, value propositions, and business models.



User Research

Surveys and interviews were conducted with students to identify needs, motivations, and behaviors. Discussions with partner brands already working with Club Privileges provided insight into their goals and challenges. These findings shaped the core requirements for both users and partners.

Design Exploration

Insights were translated into early design concepts through sketching and visual research. Reference screens were collected to study key features and interactions, and a UI moodboard was created to define tone and direction. This phase established the foundation for the first digital prototypes.

FUNCTIONALITY

ONBOARDING



LOGIN/SIGNUP



HOME SCREEN



SCAN



MAPS



SETTINGS/PROFILE



SEARCH/CATEGORIES



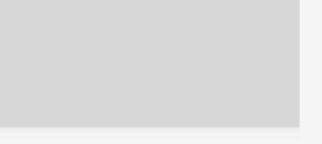
OFFER PAGE



BRAND PROFILE



SUCCESS/FAIL SCREEN



FAVORITE/NOTIFICATIONS

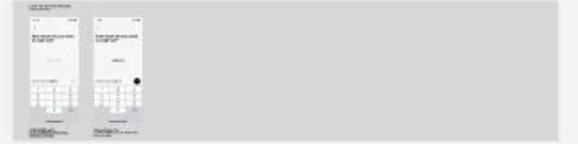


DESIGN

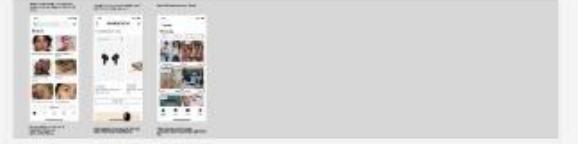
ONBOARDING



LOGIN/SIGNUP



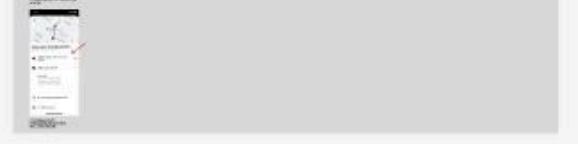
HOME SCREEN



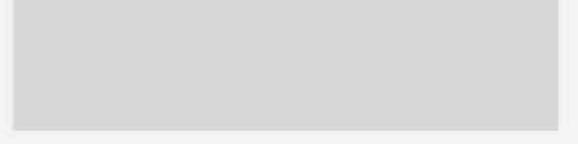
SCAN



MAPS



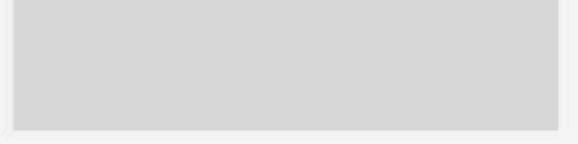
SETTINGS/PROFILE



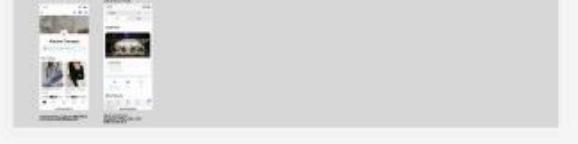
SEARCH/CATEGORIES



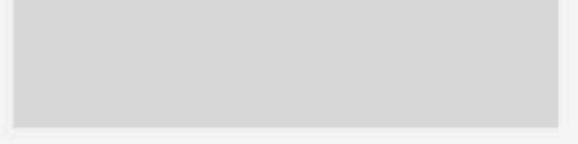
OFFER PAGE



PARTNER PROFILE



SUCCESS/FAIL SCREEN



FAVORITE/NOTIFICATIONS

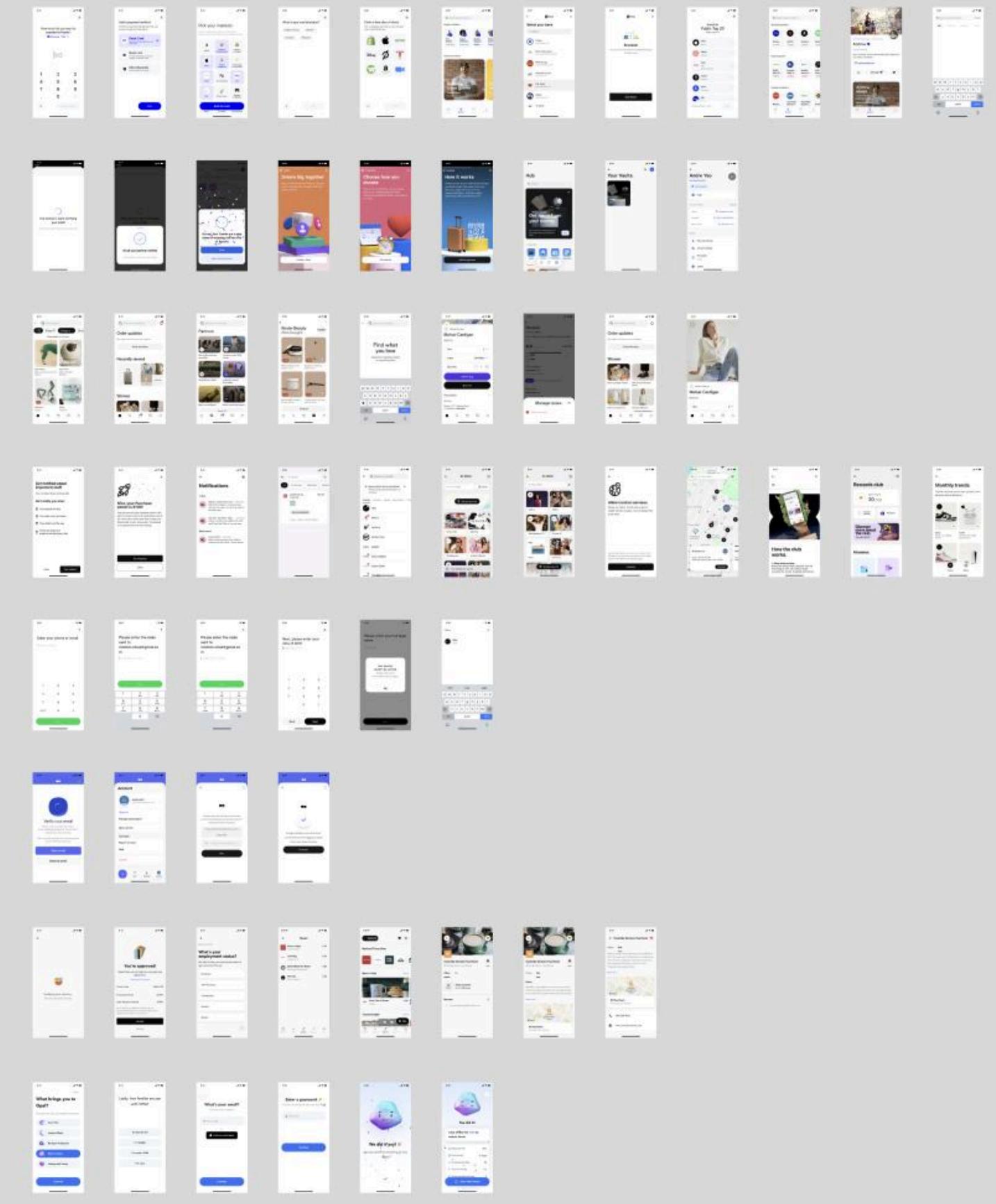


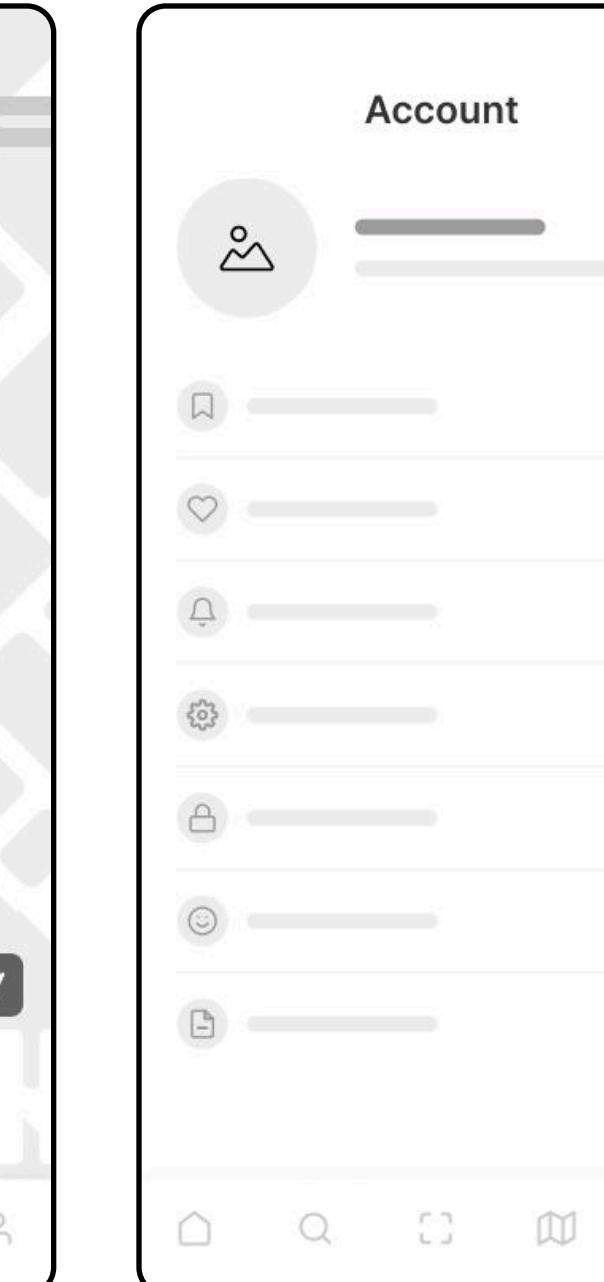
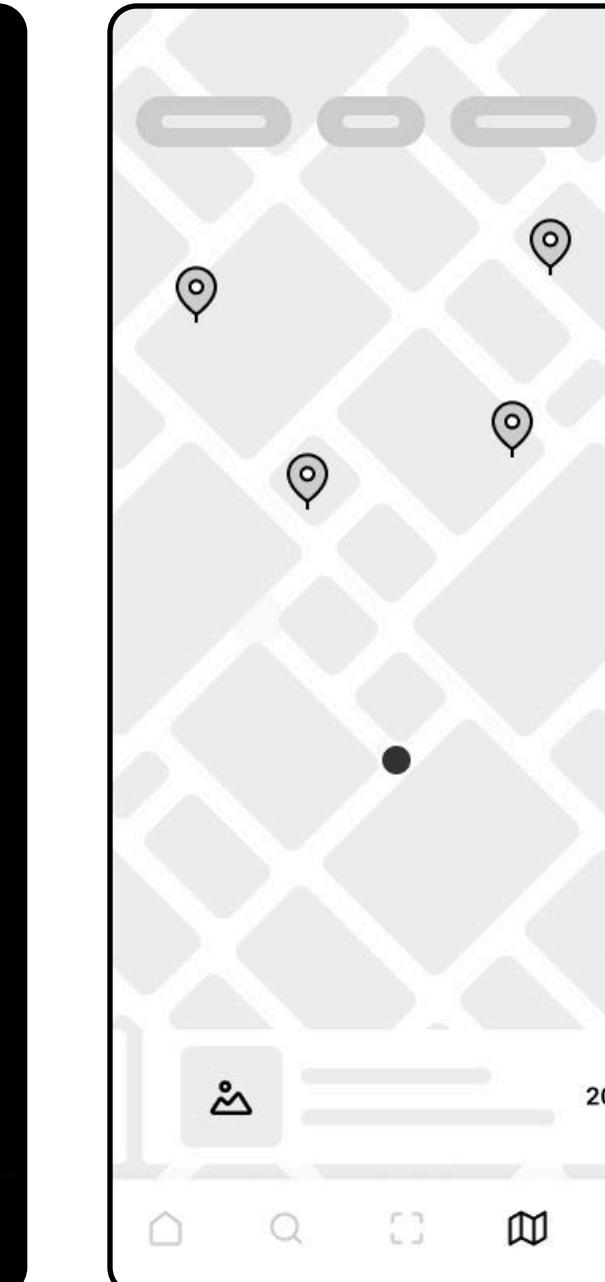
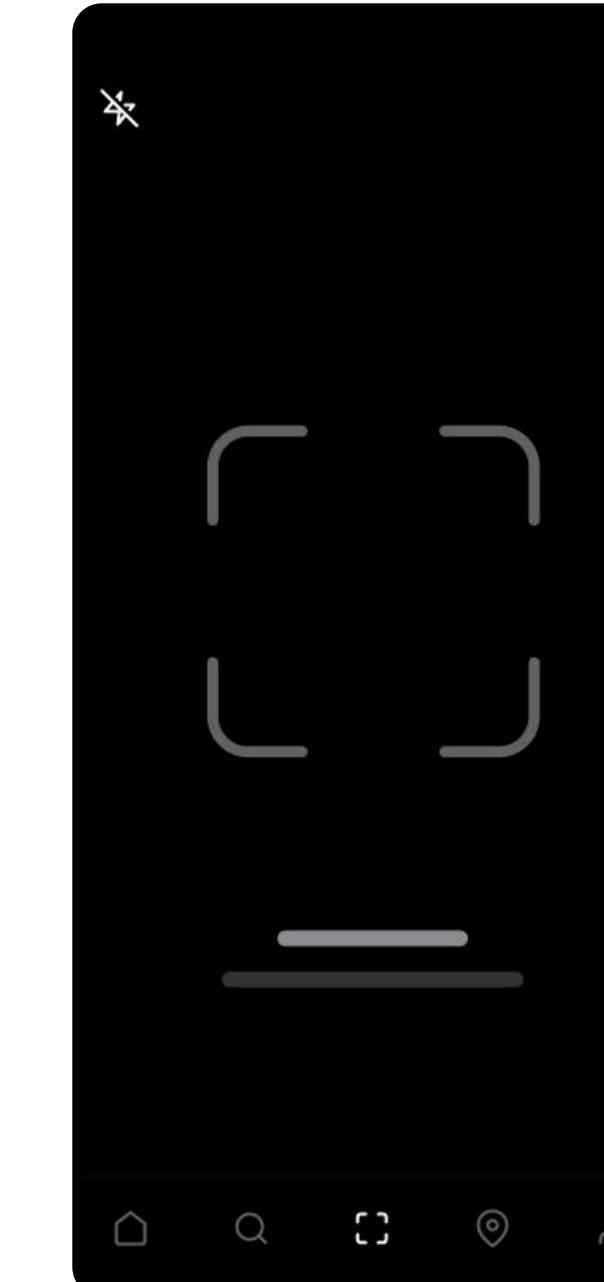
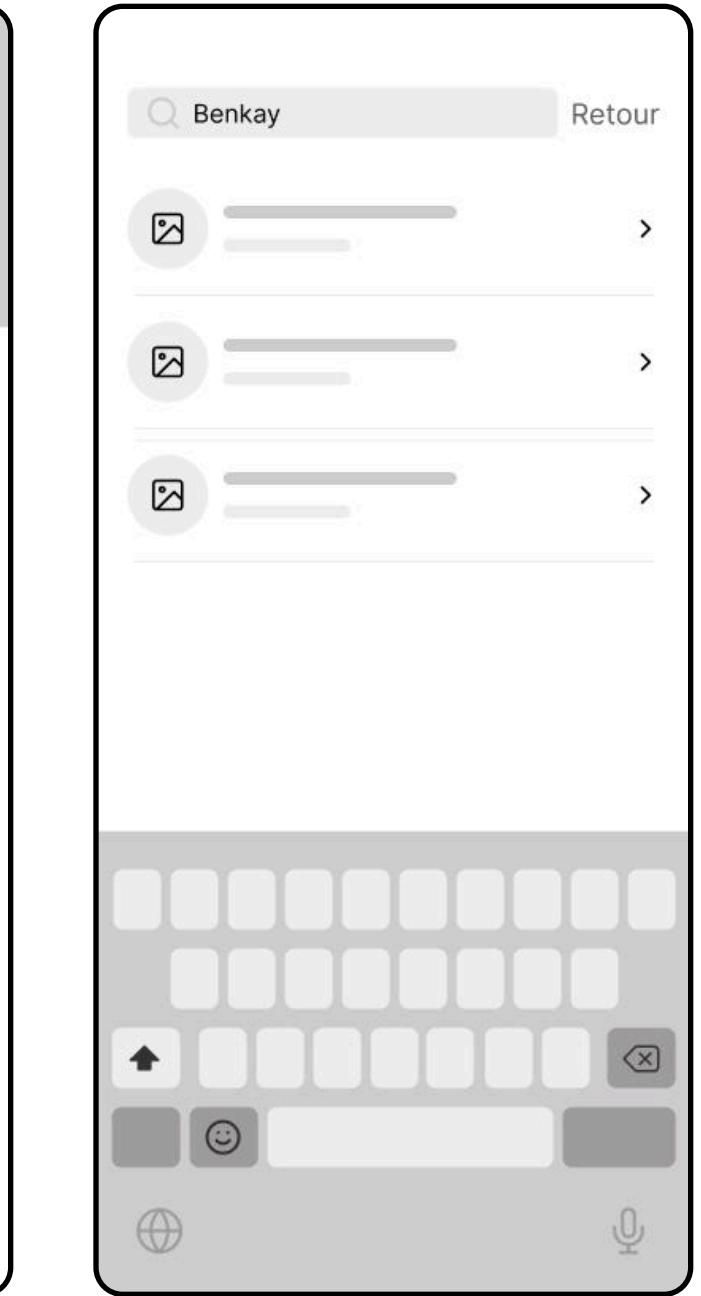
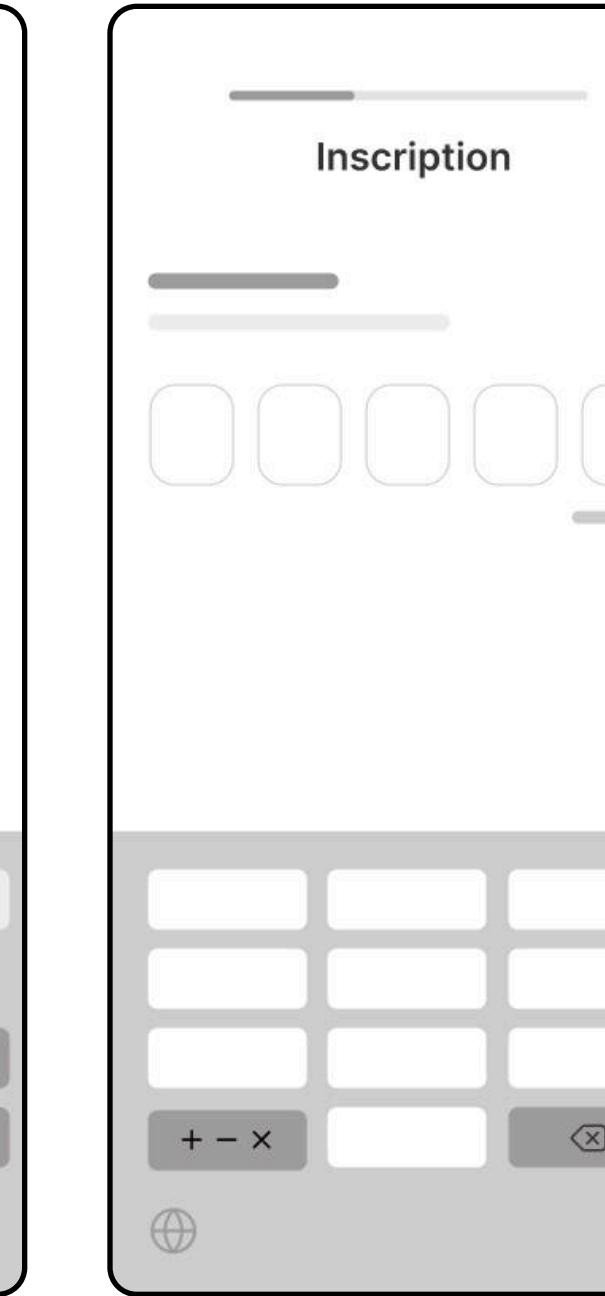
MOODBOARD

Apps:



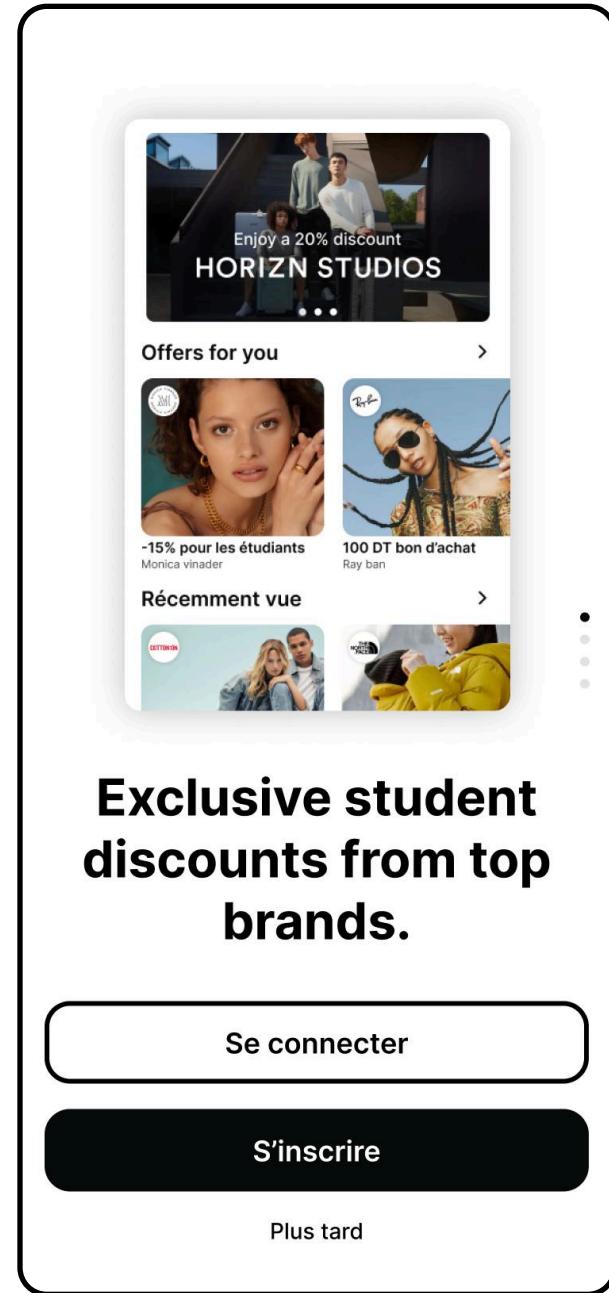
Screens:





Low-Fidelity Prototyping

Based on research insights, wireframes were created to define structure, navigation, and core interactions. The interactive prototype allowed early usability testing with students, providing feedback on clarity and flow that informed the next design iterations.



Exclusive student discounts from top brands.

Se connecter
S'inscrire

Plus tard



Adresse e-mail

Nous avons besoin de ton adresse e-mail d'université afin de pouvoir vérifier ton compte. Voir la liste des universités partenaires avec Univibe.

Adresse e-mail

-15% pour les étudiants
Monica vinader

100 DT bon d'achat
Ray ban

Offers for you



Tu es déjà membre? [Se connecter](#)

Continuer



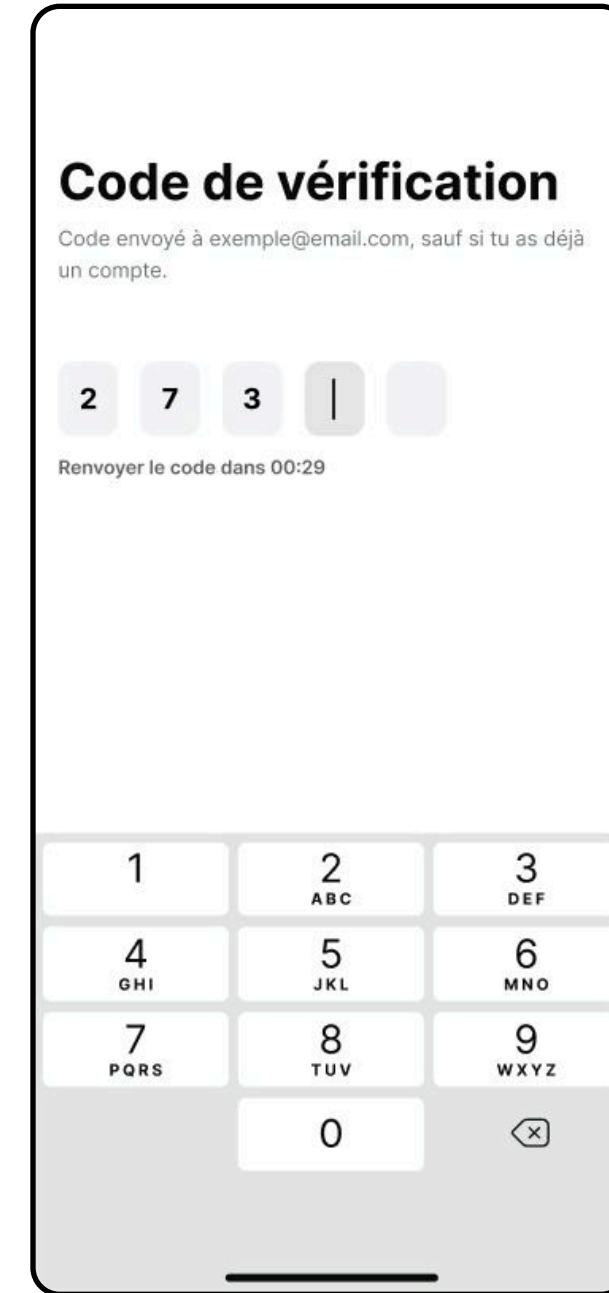
Mot de passe

A description of the formatting of the password. (here)

•••• a |

En continuant, tu acceptes nos [Conditions d'utilisation](#) et notre [Politique de confidentialité](#).

Continuer

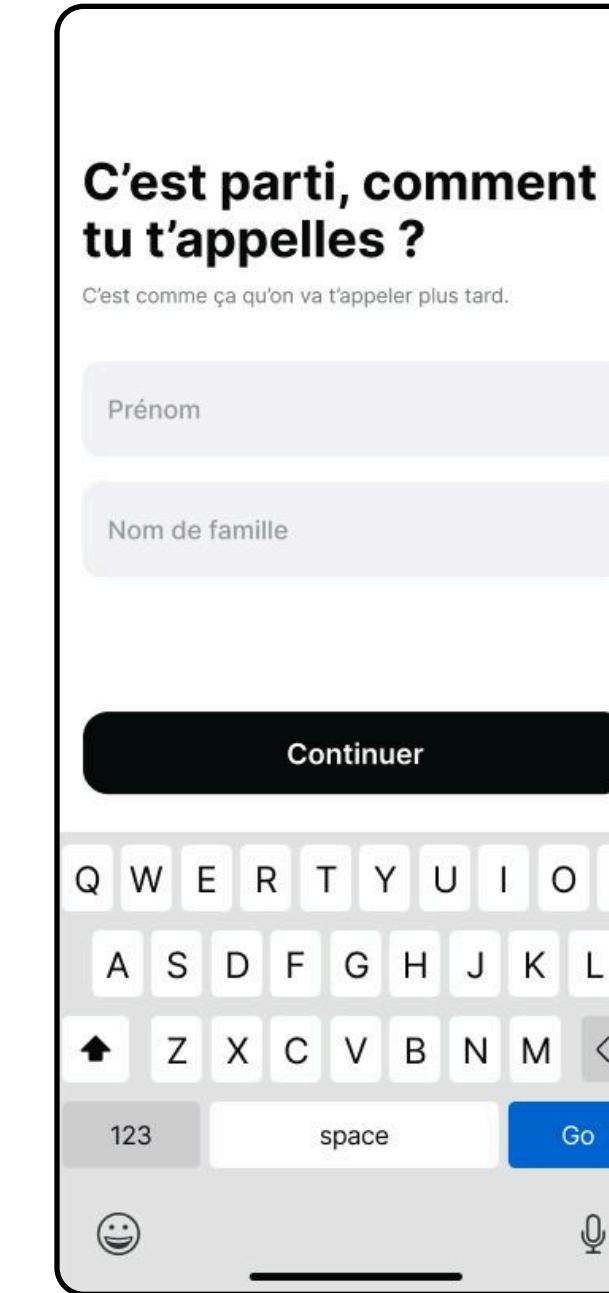
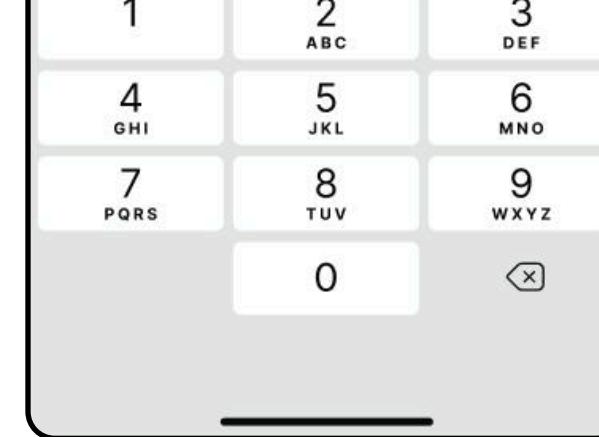


Code de vérification

Code envoyé à exemple@email.com, sauf si tu as déjà un compte.

2 7 3 |

Renvoyer le code dans 00:29



C'est parti, comment tu t'appelles ?

C'est comme ça qu'on va t'appeler plus tard.

Prénom

Nom de famille

Continuer

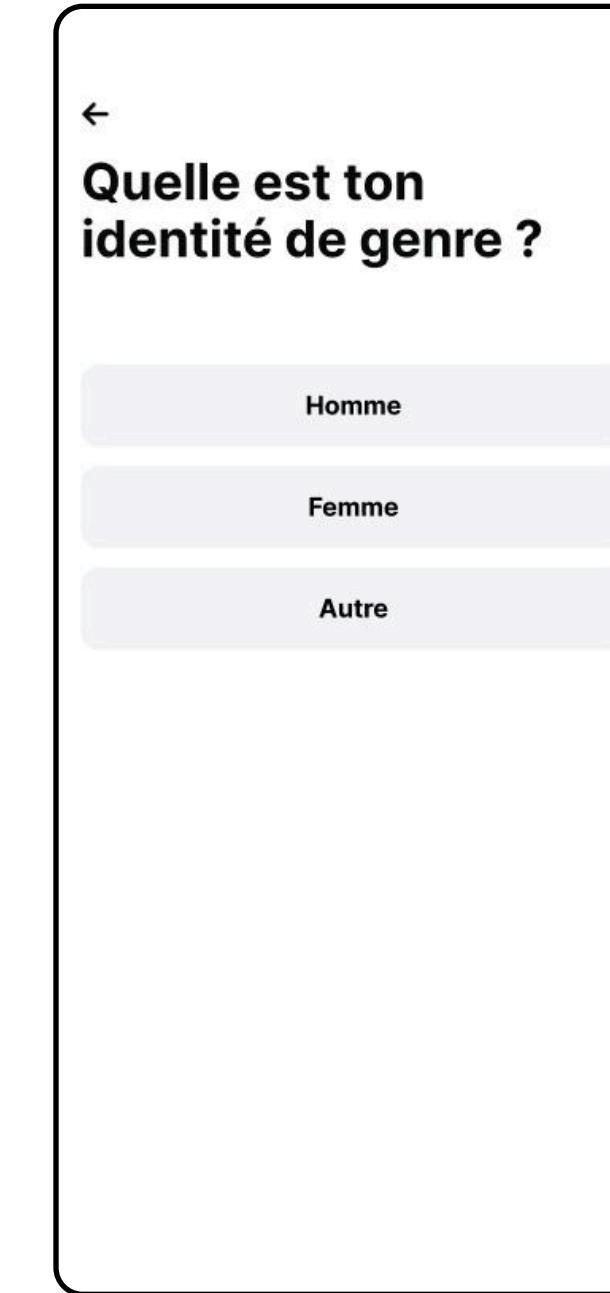


Salut Yousri, quelle est ta date de naissance ?

On s'assure juste que tu as l'âge pour utiliser Univibe.

JJ/MM/AAAA

Continuer

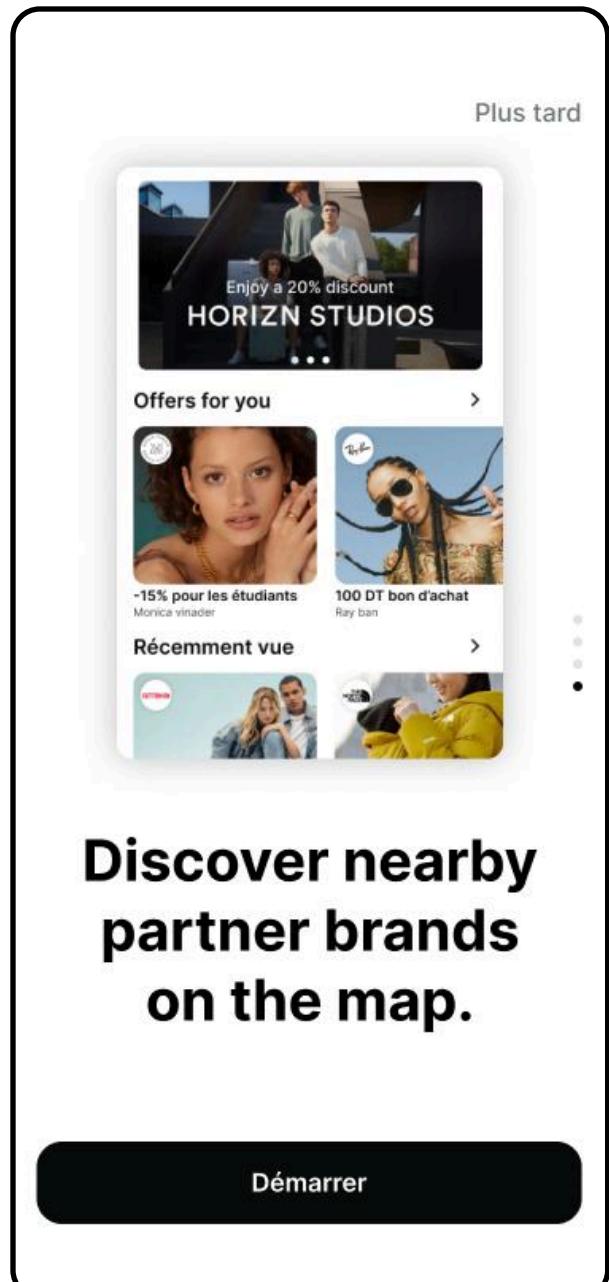


Quelle est ton identité de genre ?

Homme

Femme

Autre



Discover nearby partner brands on the map.

Onboarding Flow

High-fidelity prototypes defined the visual design and interactions for the onboarding, sign-up, and sign-in flow, including error states and edge cases. The flow was designed for clarity, efficiency, and an intuitive first impression.



Nous sommes ravis de te revoir !

C'est comme ça qu'on va t'appeler plus tard.

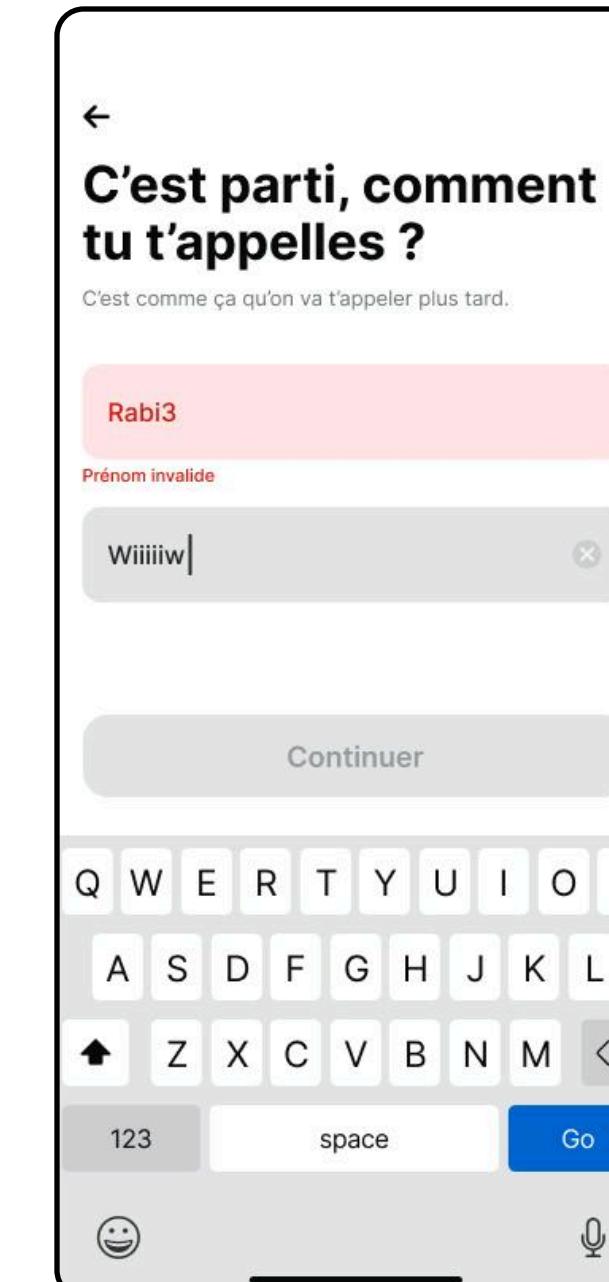
E-mail

Mot de passe

Mot de passe oublié ?

Tu es nouveau ici ? [S'inscrire](#)

Se connecter



C'est parti, comment tu t'appelles ?

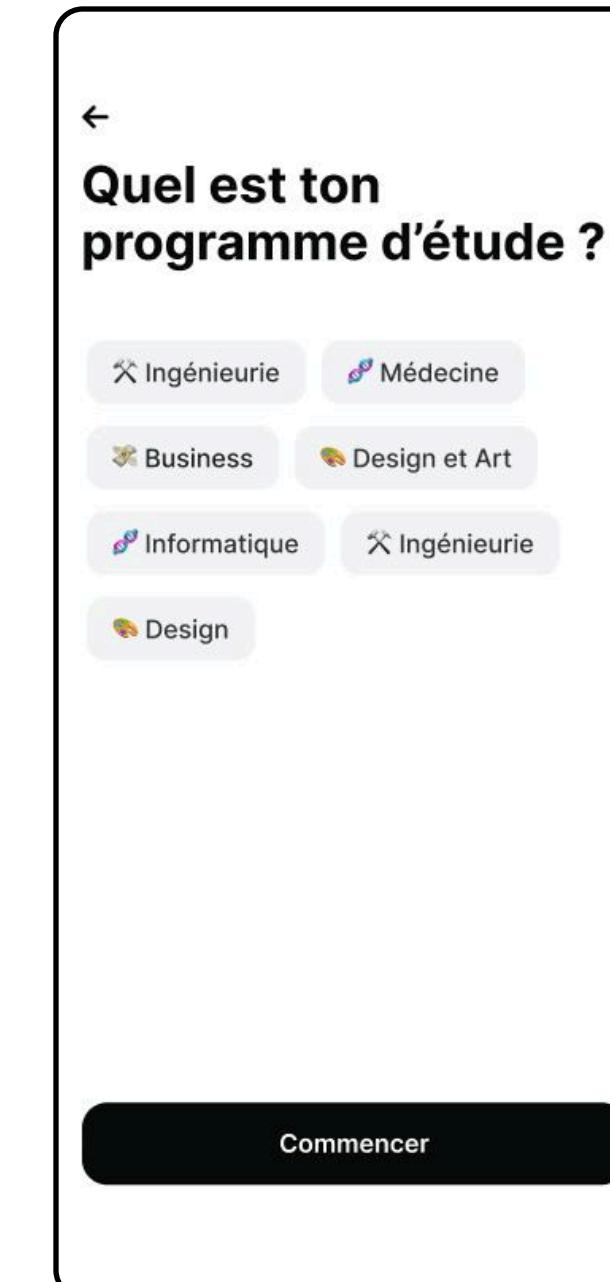
C'est comme ça qu'on va t'appeler plus tard.

Rabi3

Prénom invalide

Wiiiiiw |

Continuer

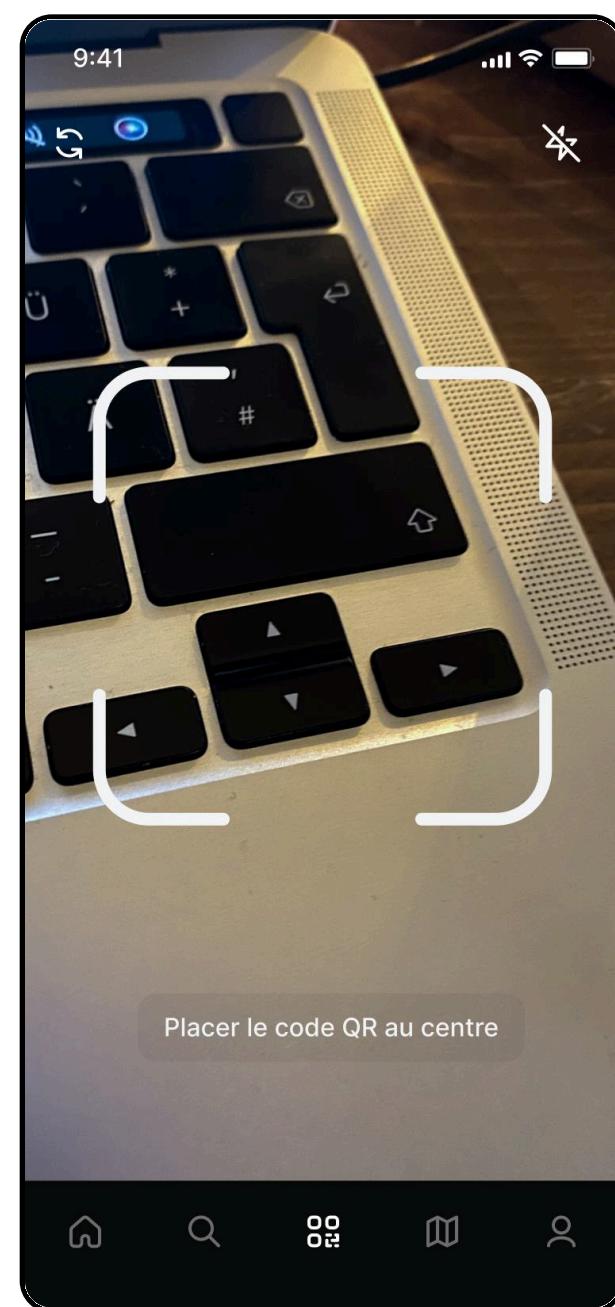
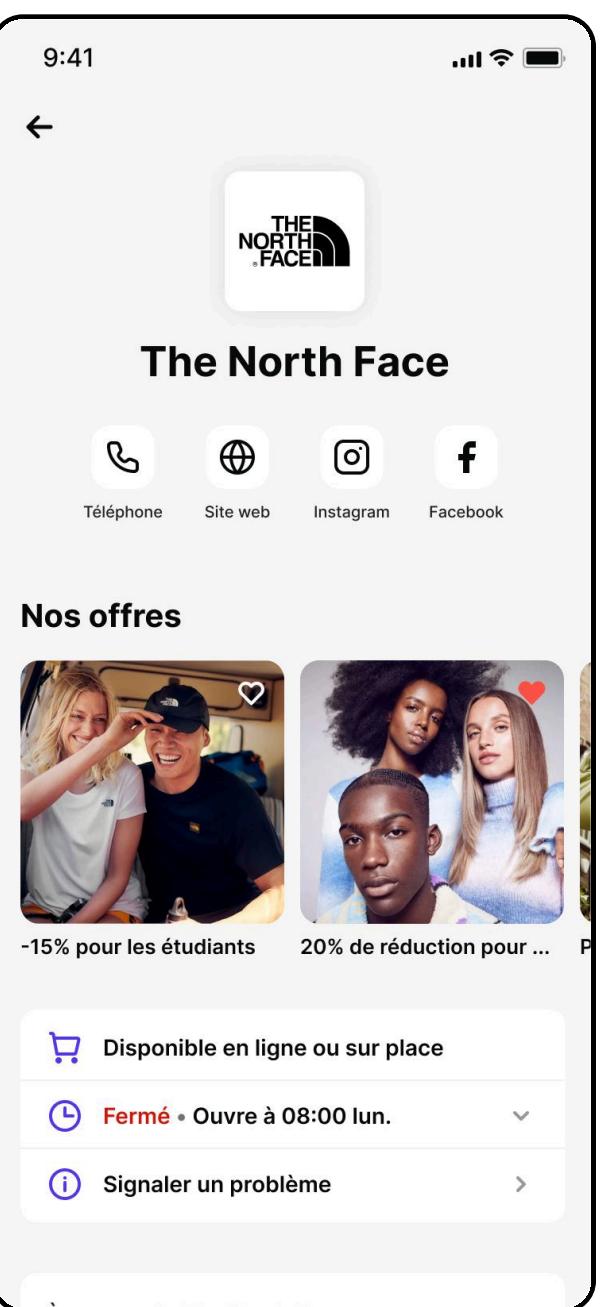
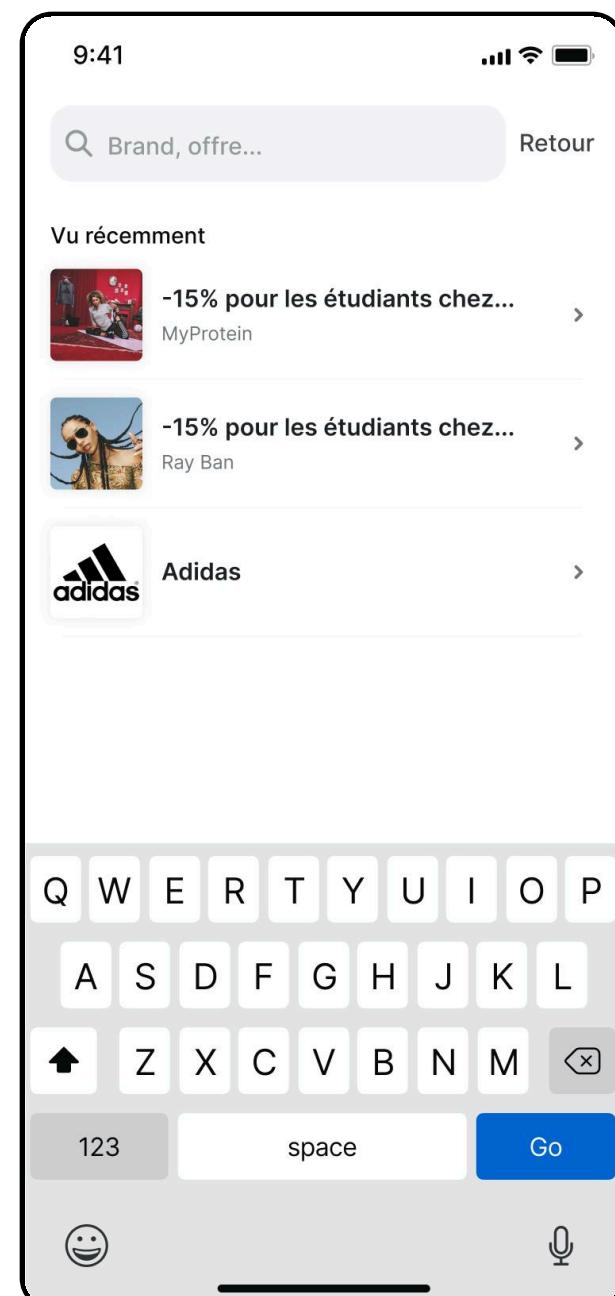
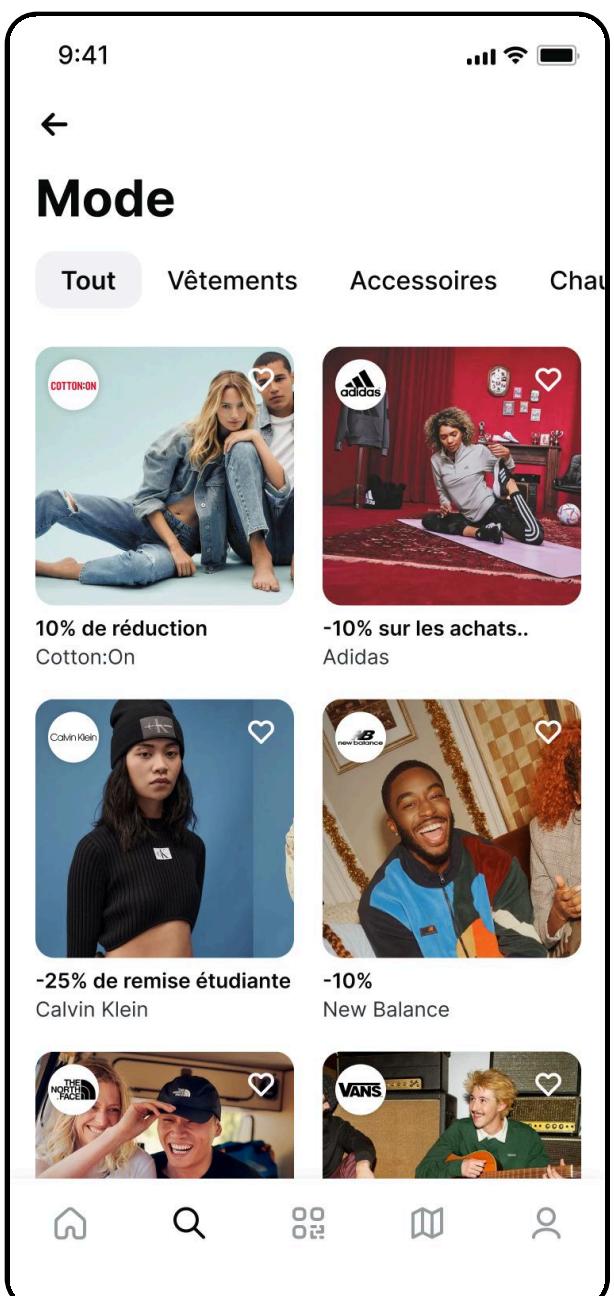
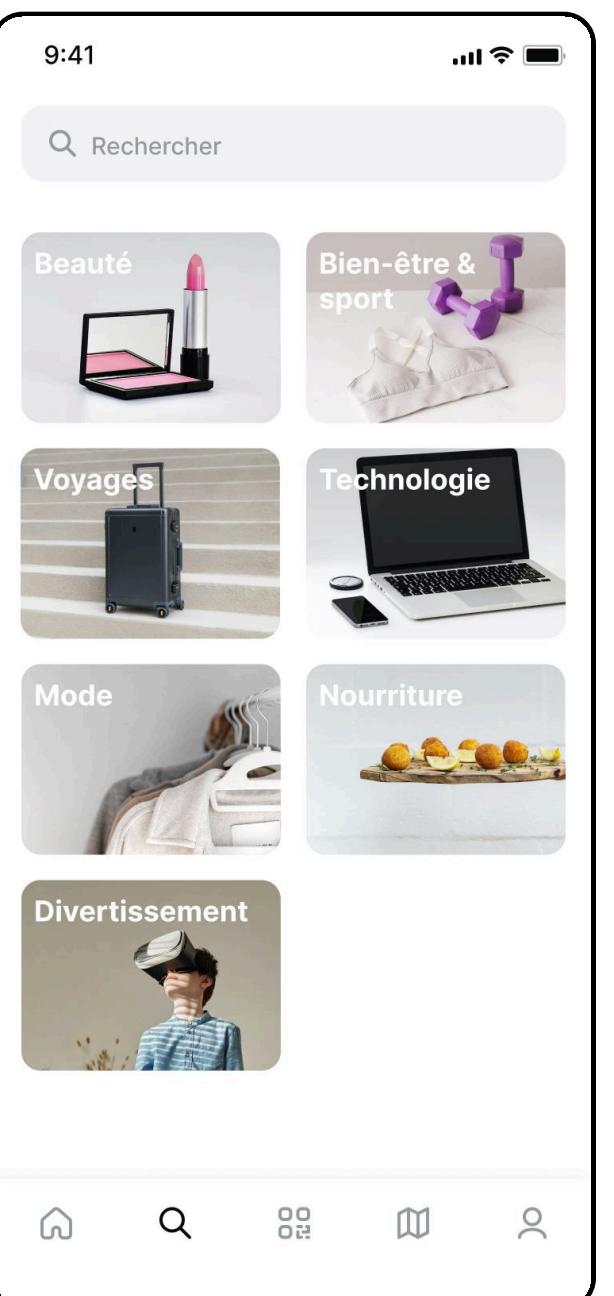


Commencer



Main App Screens

High-fidelity prototypes were created for key flows, including the home, category, brand, discount, and scan pages. The design emphasized clarity and consistency, enabling students to browse, explore, and redeem offers with ease.



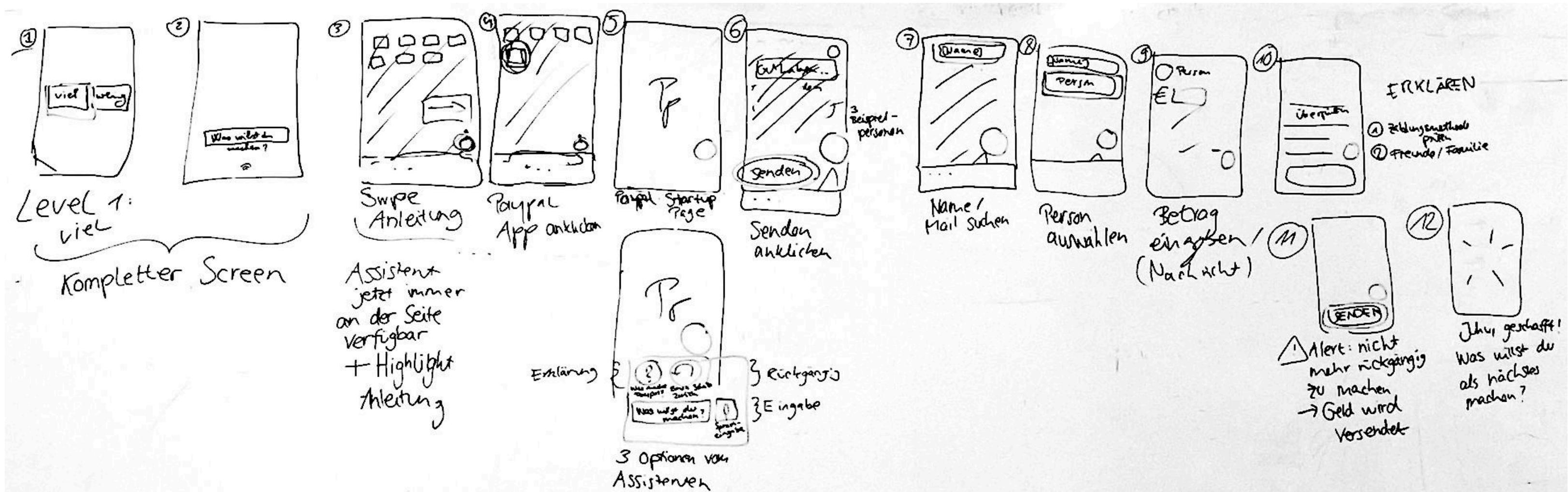
Aha!

Aha! is a concept for a smart assistant designed to help seniors navigate digital interfaces with confidence. The system operates on top of the smartphone's operating system, offering real-time guidance within any app to simplify interaction and reduce anxiety. Developed as part of a university project within a team, the brief explored futuristic solutions that promote digital inclusion and independence for older adults.

Industry	Platform	Role
Accessibility	Mobile	Product Designer

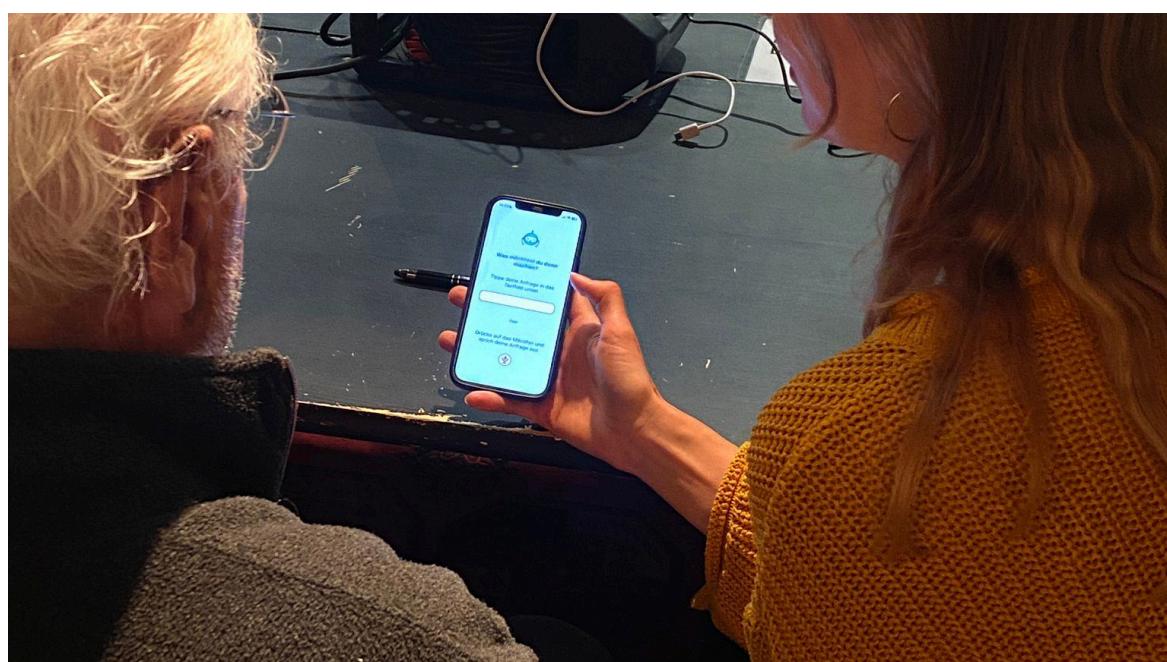
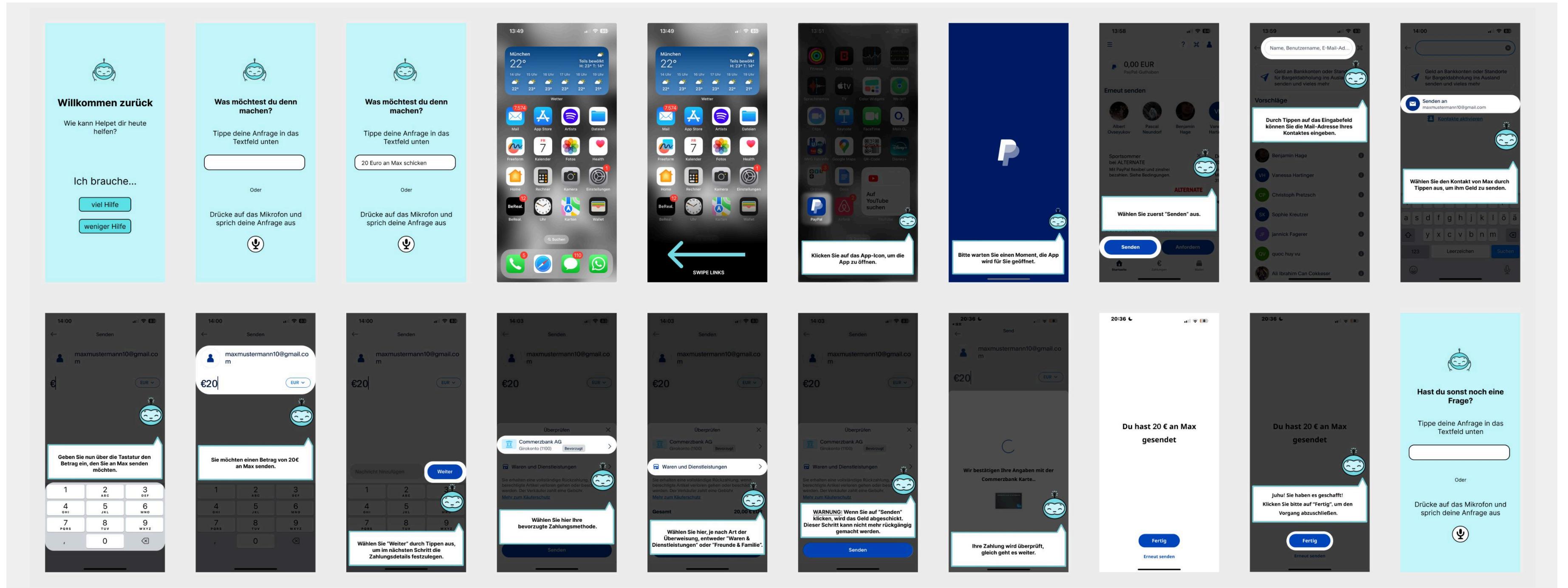


Was ist das Problem?	Wer ist involviert?	Warum ist das Problem wichtig?	Wo tritt das Problem auf?	Wann hat das Problem begonnen?	Wie könnte dieses Problem eine Chance sein?
<ul style="list-style-type: none"> Benutzer und Google-Konto haben unterschiedliche Einstellungen bezüglich der Verwendung von Google-Logins. Autoren und Rezipienten müssen sich wieder anmelden. Ein Benutzer kann nicht mehr zwischen seinen Google-Kontos wechseln. 	<ul style="list-style-type: none"> Benutzer Google-Konto Benutzer 	<ul style="list-style-type: none"> Verhindert, dass Benutzer zwischen verschiedenen Google-Kontos wechseln können. Autoren und Rezipienten müssen sich wieder anmelden. Ein Benutzer kann nicht mehr zwischen seinen Google-Kontos wechseln. 	<ul style="list-style-type: none"> Freizeit, YouTube schauen Laptop der Benutzerin (Google) Möchte was online einkaufen Wiederherstellung der Google-Kontakte 	<ul style="list-style-type: none"> als Lösung der Browerdaten / des Verkaufes (?) vor einigen Tagen (auf einmal) Seit dem Kauf des iPads 	<ul style="list-style-type: none"> Die unterschiedlichen Plattformen erfordern die alte Konten und Zugangsdaten spezifische Konversationen. Diese Seiten könnten separate von Benutzer oder App mit verwendet werden. Benutzer kann am Ende mit Google-Konten aus, in denen leichter mit dem Umstehen.
Was möchten wir wissen?	Wer ist von der Situation betroffen?	Warum tritt es auf?	Wo wurde es schon einmal gelöst?	Wann will man Ergebnisse sehen?	Wie könnte es gelöst werden?
<ul style="list-style-type: none"> Was genau bei dieser Schritt steht. Wieso wird es nicht funktionieren, dass User nicht mehr anmelden kann. 	<ul style="list-style-type: none"> Benutzer User Benutzerin 	<ul style="list-style-type: none"> Benutzerin ist nicht mehr in der Lage, zwischen den Google-Kontos zu wechseln. Benutzer kann PayPal nicht. 	<ul style="list-style-type: none"> In der Beratung in der Digitalen Hilfe, jedes mal wenn sich bei dem Konto wieder ein und angehendes Wieder-Erfolg. 	<ul style="list-style-type: none"> sofort (Login klappt wieder) sobald Login geklappt hat sofort 	<ul style="list-style-type: none"> Browserverlauf speichern, Log-In-Daten notieren. Fehlercode übermitteln, um Benutzer zu kontaktieren.
Was sind die Annahmen?	Wer entscheidet?	Warum wurde es noch nicht gelöst?	Wo gab es schon ähnliche Situationen?	Wann kann das Projekt gestartet werden?	Was wurde schon versucht, um das Problem zu lösen?
<ul style="list-style-type: none"> LogIn und LogOut müssen unterscheidbar sein, damit User merken, wann sie sich angemeldet und, damit sie sich dann selbst wieder entloggen können. Passwort ist korrekt. Benutzer fragt sich, ob es automatisch nach gewisser Zeit zurückgesetzt wird. 	<ul style="list-style-type: none"> User entscheidet für sich selbst, wie Login-Daten gespeichert / sich gemerkt werden. 	<ul style="list-style-type: none"> User wusste nicht, woran es lag, dass YT Content und Startseite plötzlich anders waren. Benutzerin war unklar, dass sie falsche Mailadresse verwendet. 	<ul style="list-style-type: none"> generell wenn Apps sonst gespeicherten Login-Daten gleichzeitig verwenden. 	<ul style="list-style-type: none"> sofort jetzt! 	<ul style="list-style-type: none"> Passwort (aufgeschrieben auf Papierzeile) wurde mehrfach eingegeben



Low-Fidelity Prototyping

Early prototypes translated insights into interaction models and visual structure. Low-fidelity sketches explored a single use flow, sending money via PayPal, to define structure and flow. Iterations focused on refining guidance, visual hierarchy, and user control.

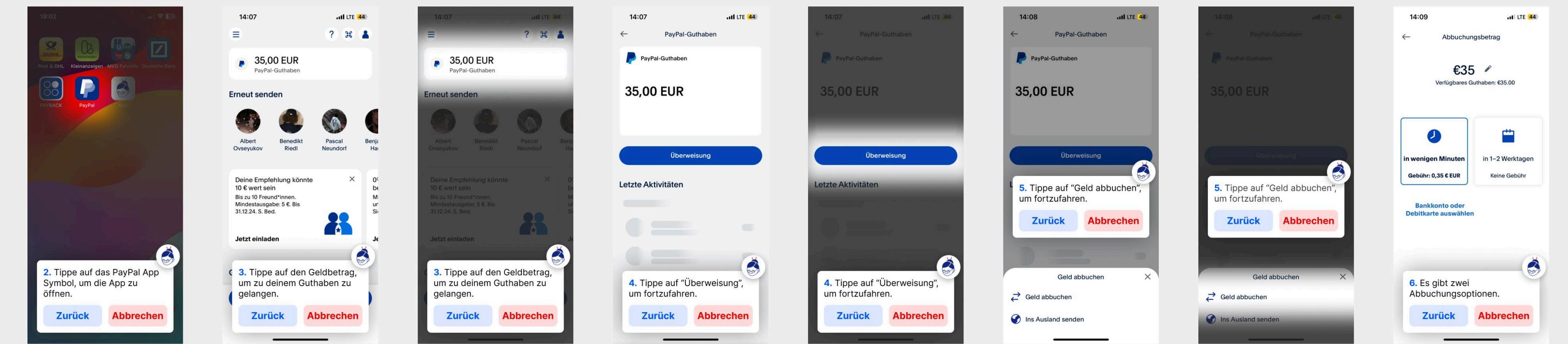
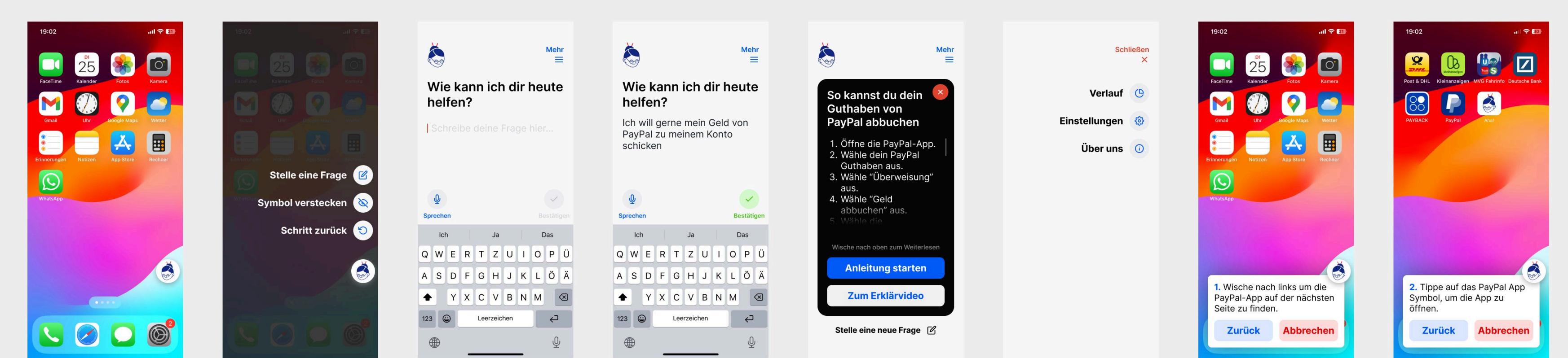


Digital Prototype

The first digital prototype was built in Figma as a quick, functional draft for early testing. The goal was to validate core interactions and gather direct feedback from seniors before refining the concept. Key screens were linked to simulate basic flows and observe how users reacted to guidance, navigation, and visual clarity in a realistic mobile context.

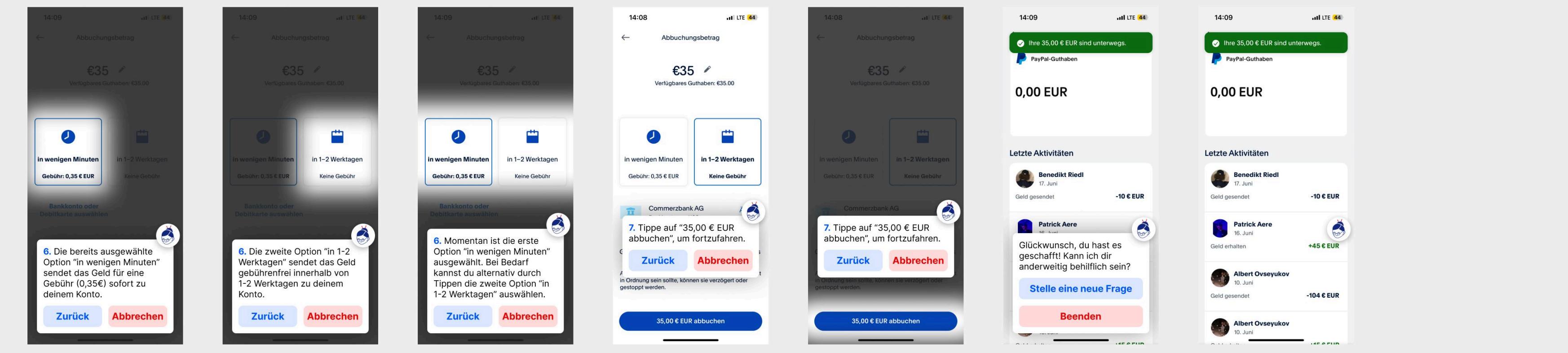
User Testing

Testing sessions were conducted at Digitale Hilfe with advisors and senior participants. Feedback confirmed the value of step-by-step guidance and voice input, while revealing the need for simpler terminology, clearer hierarchy, and a more focused onboarding flow. The insights guided the next iteration, shaping a design that felt more intuitive, calm, and trustworthy.



Final Design

The final version of Aha! integrates functional and visual refinements. Contrast and typography were improved for legibility, and iconography was simplified for clarity. Touch targets were enlarged for precision, and voice and text input were optimized for accessibility. The result is a calm, inclusive design system that helps seniors navigate with confidence.



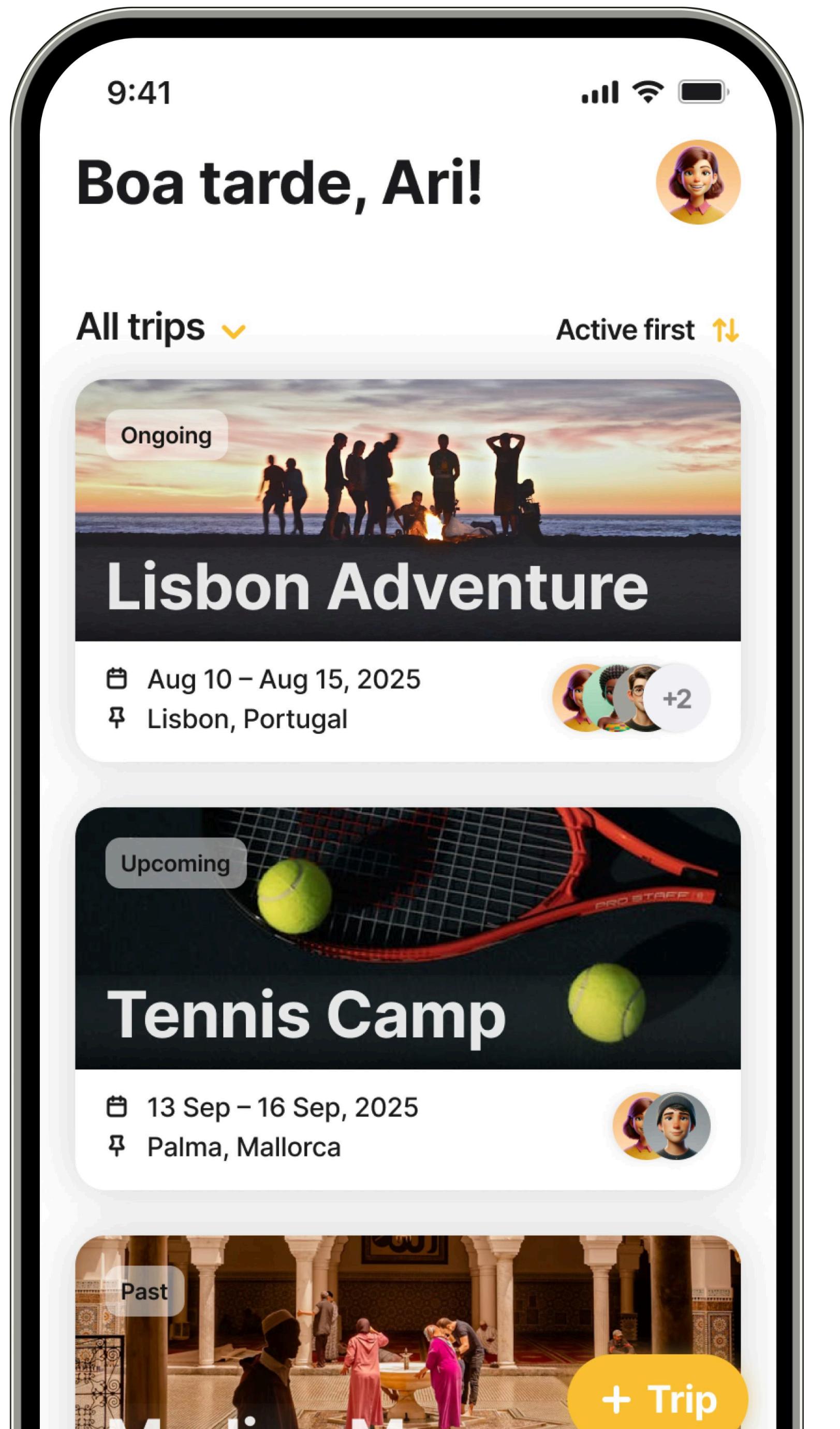
Gathered

Gathered is a concept for a mobile app that streamlines group travel planning by combining shared travel information, real-time decision-making, and expense tracking in one platform. The project focused on designing a detailed wireflow for a complex user scenario alongside high-fidelity screens. This exercise explored how different features could be integrated into a cohesive and seamless user experience.

Industry
Travel

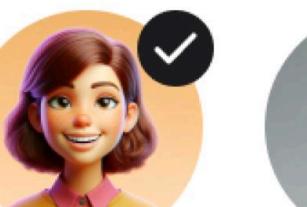
Platform
Mobile

Role
Product designer

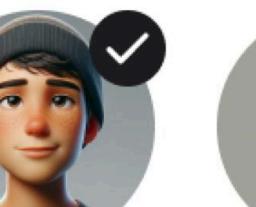


Our final night together, let's make it tasty!

Participants



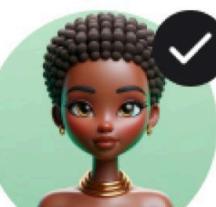
Ari



Kai



Nic



Noa

Category

Food

Location

Multiple answers per

Cervejaria Ramiro

A Cevicheria

Casa Independente

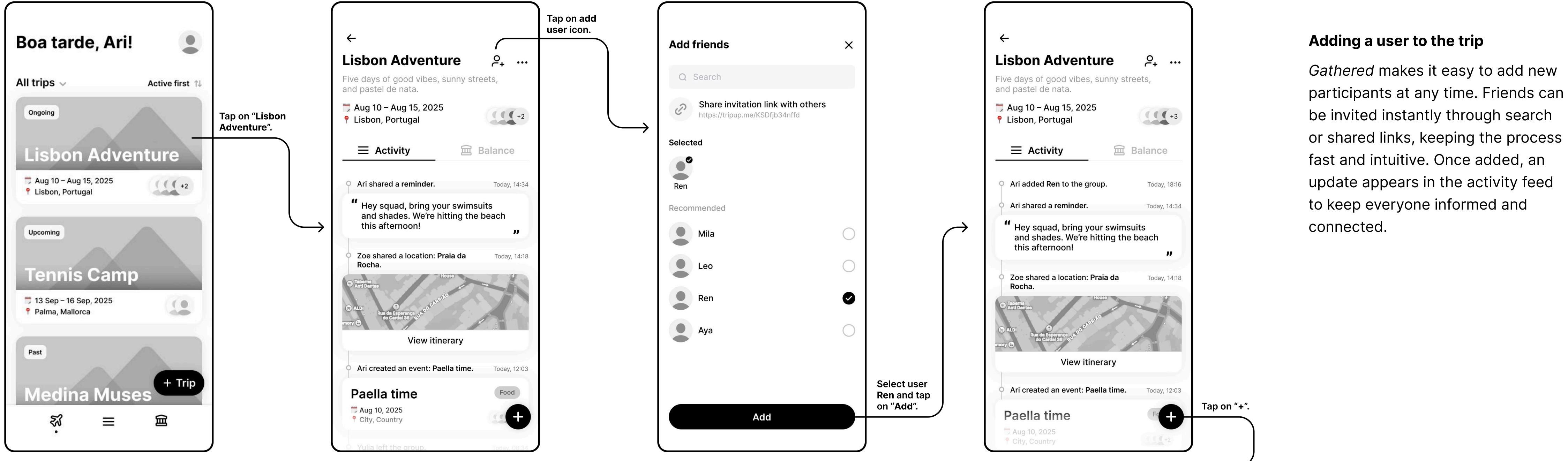
Option 4

Date

15.08.2025

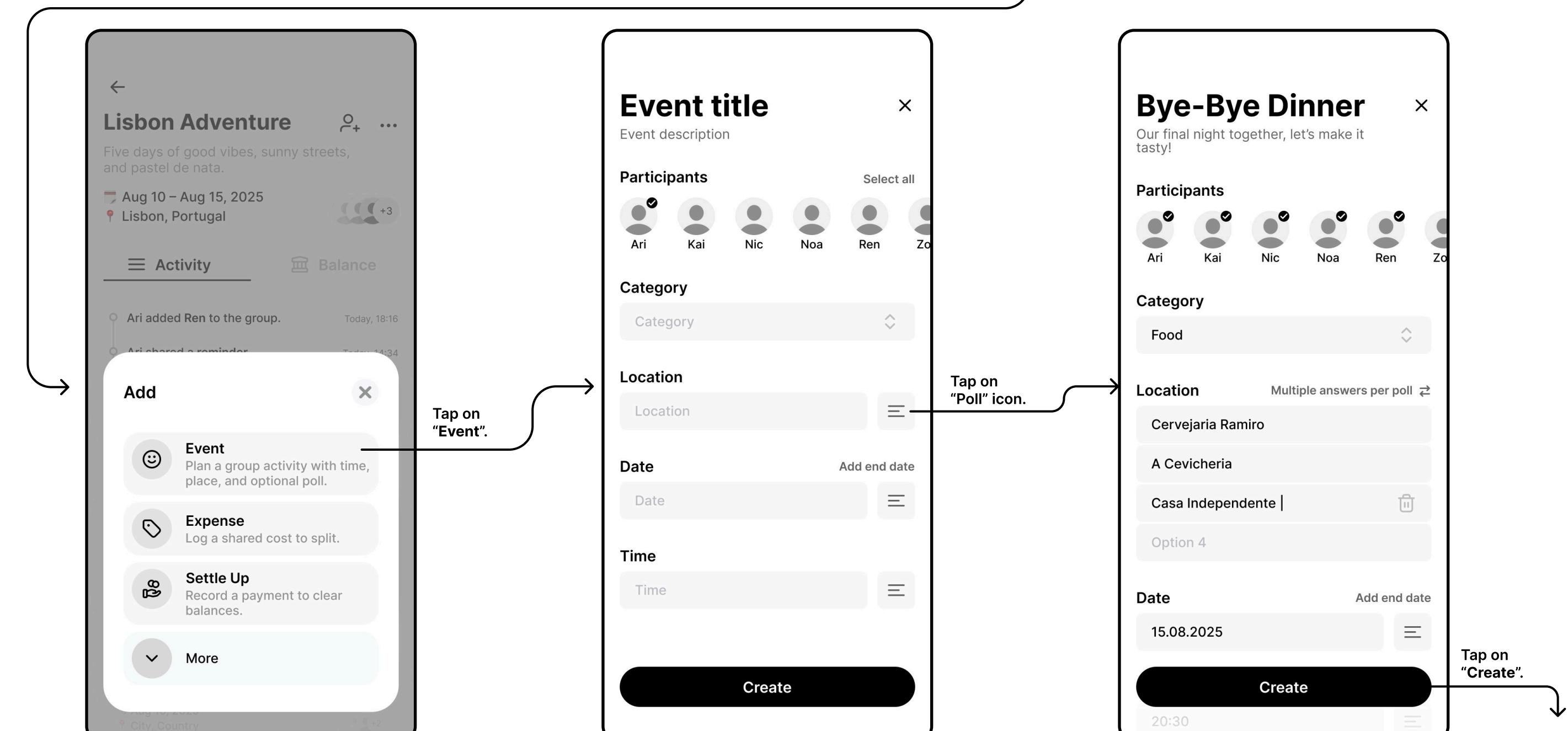
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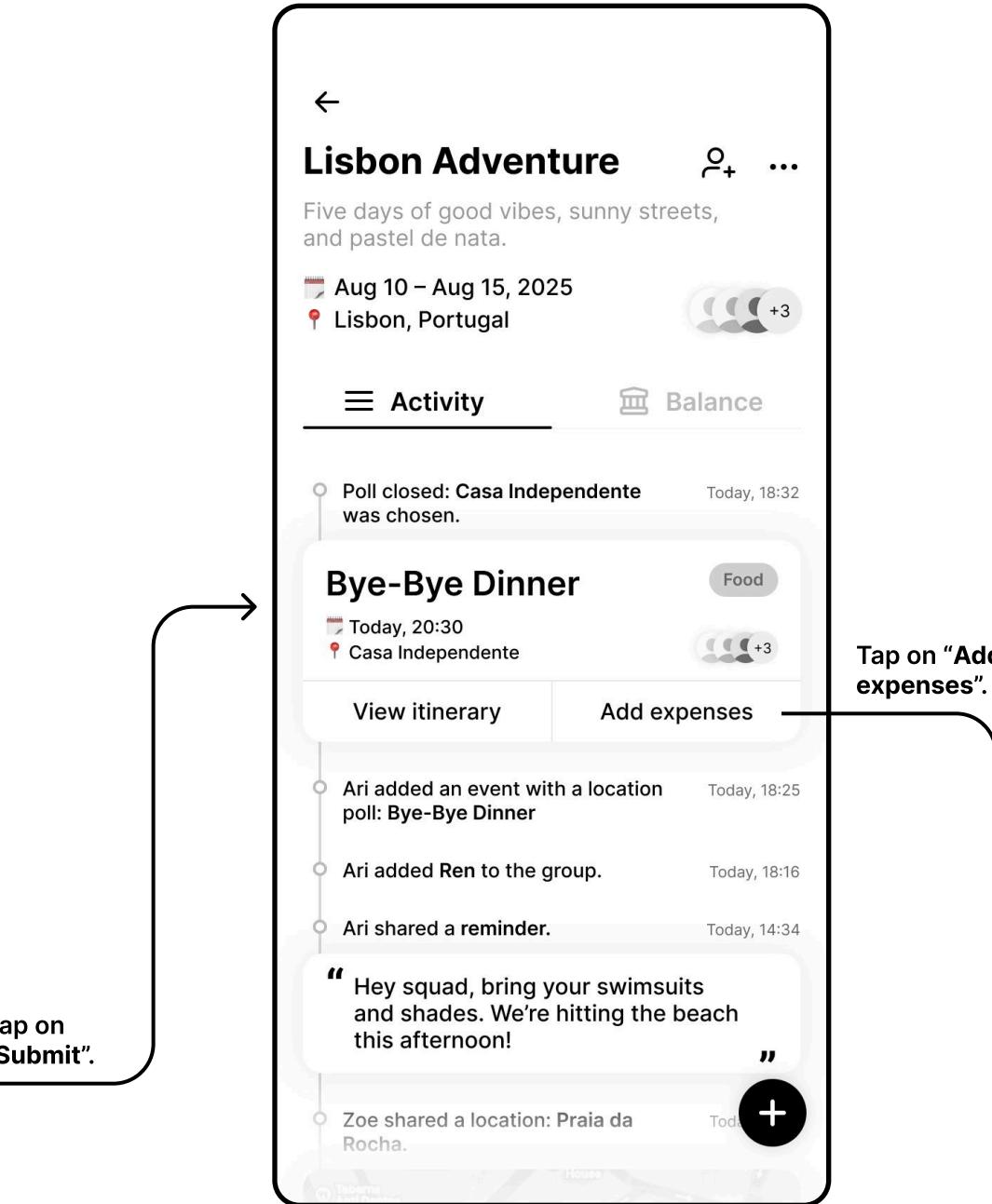
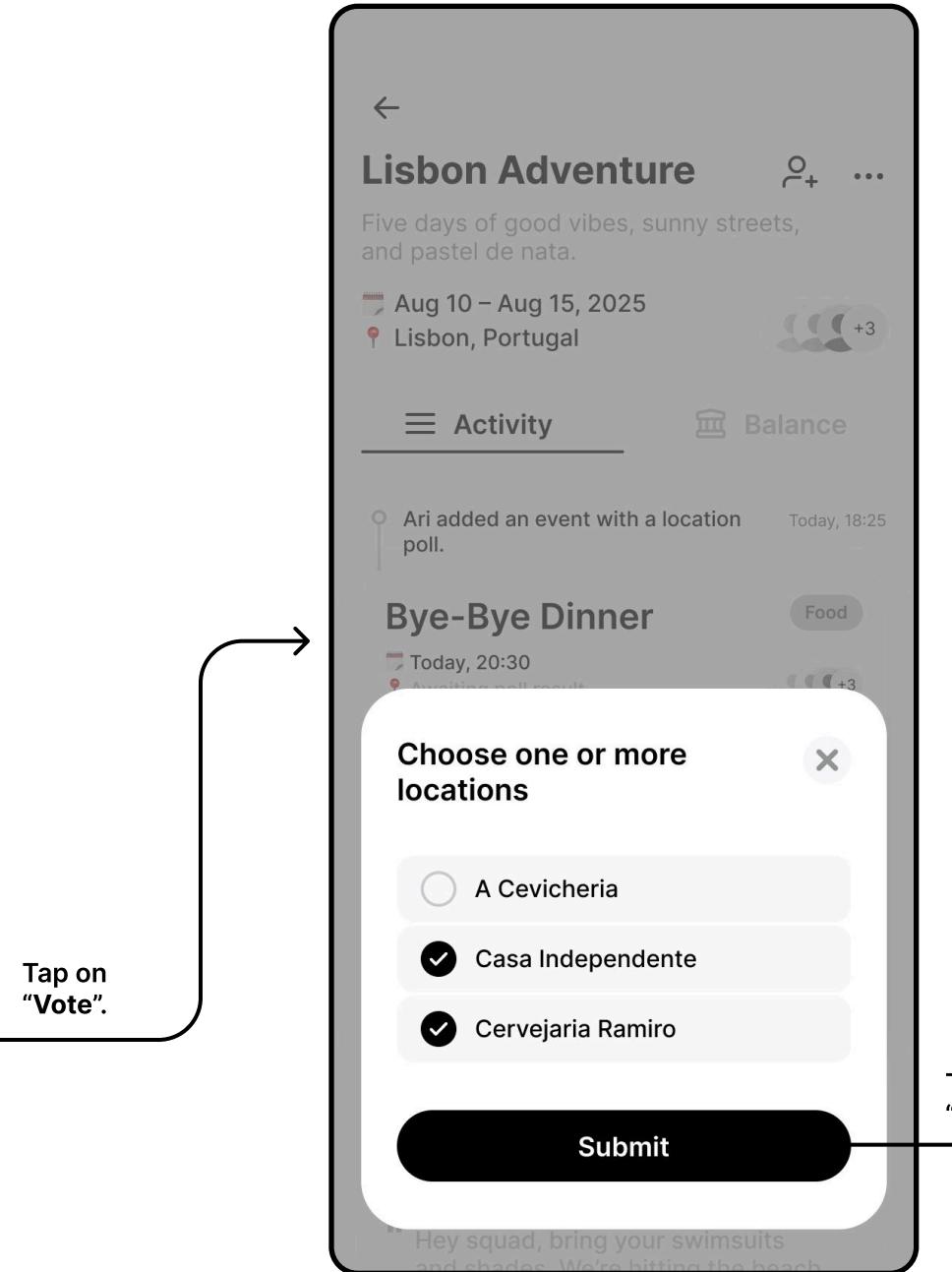
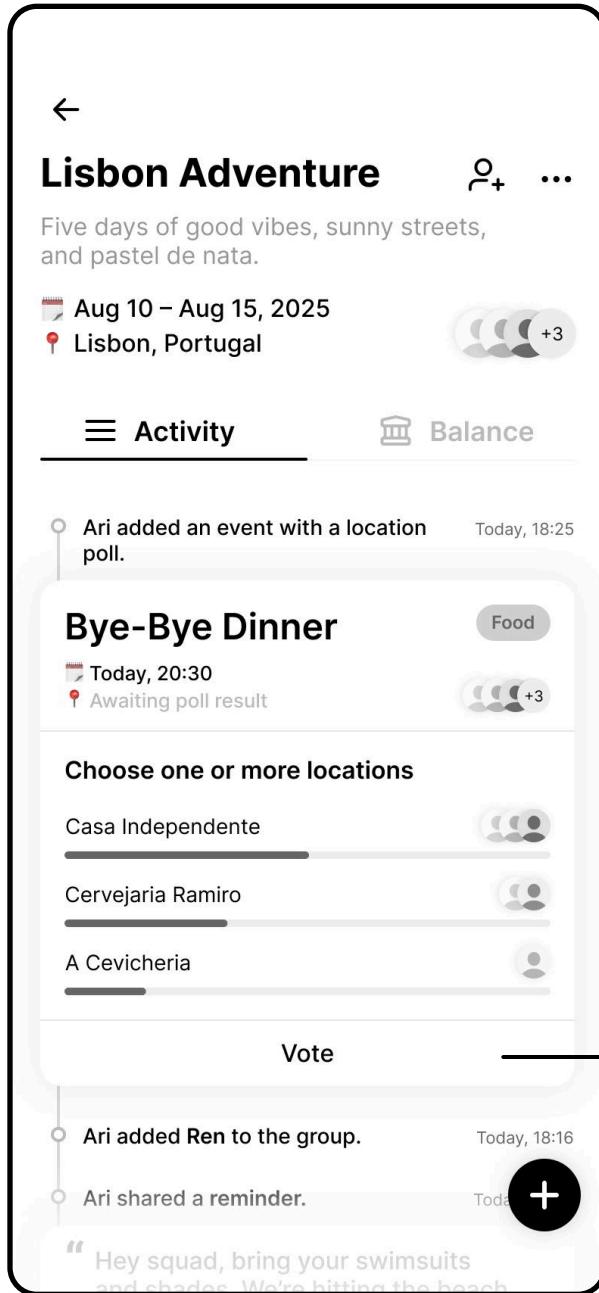
Adding a user to the trip

Gathered makes it easy to add new participants at any time. Friends can be invited instantly through search or shared links, keeping the process fast and intuitive. Once added, an update appears in the activity feed to keep everyone informed and connected.



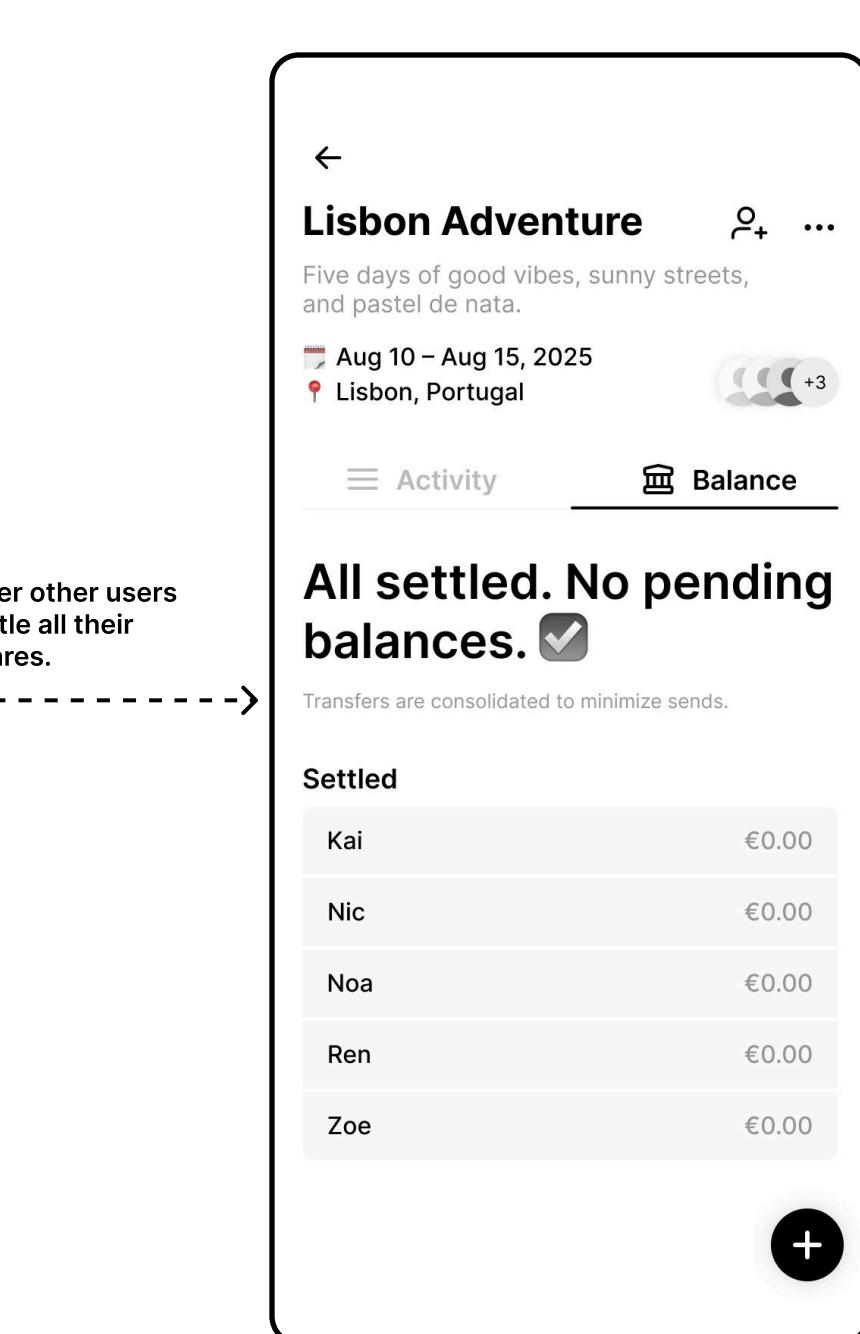
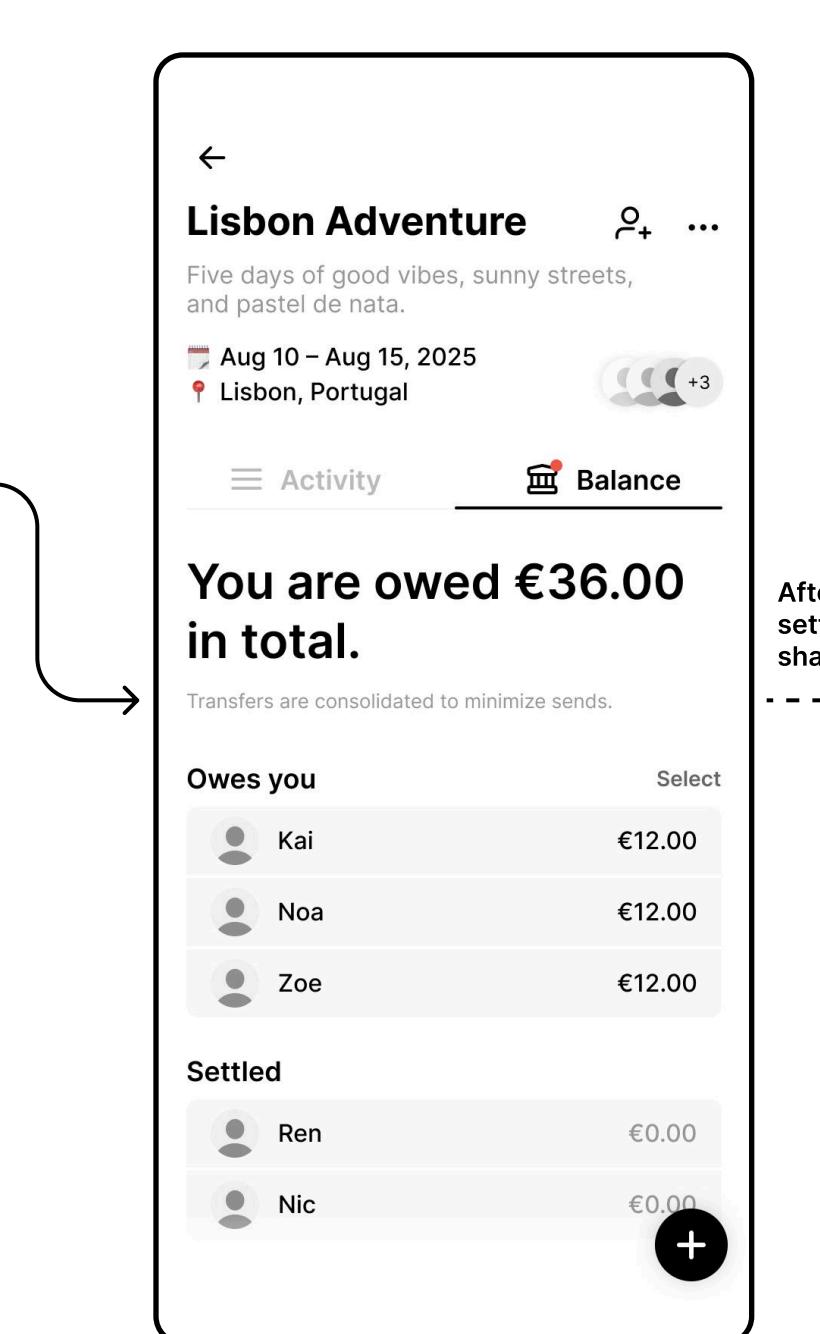
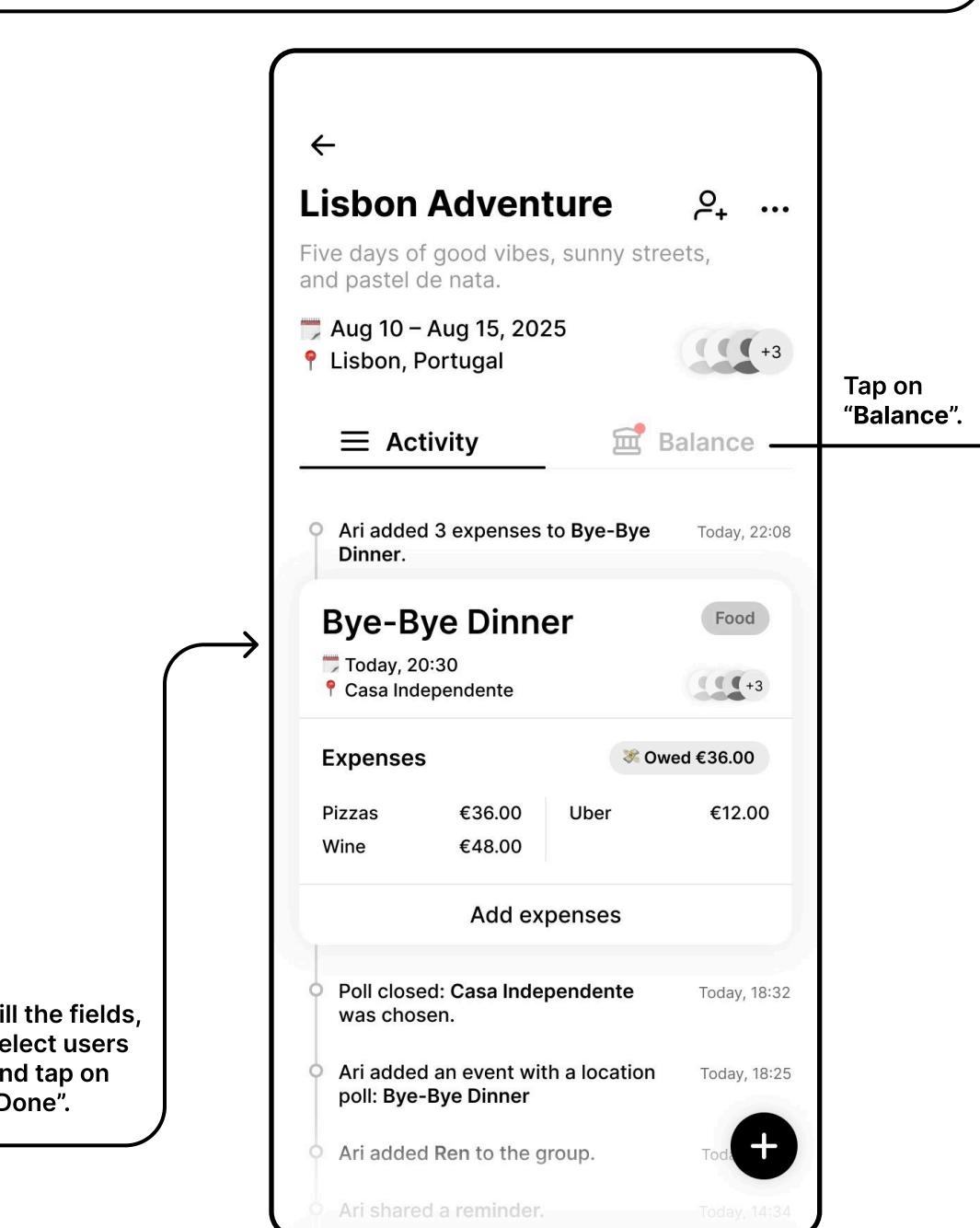
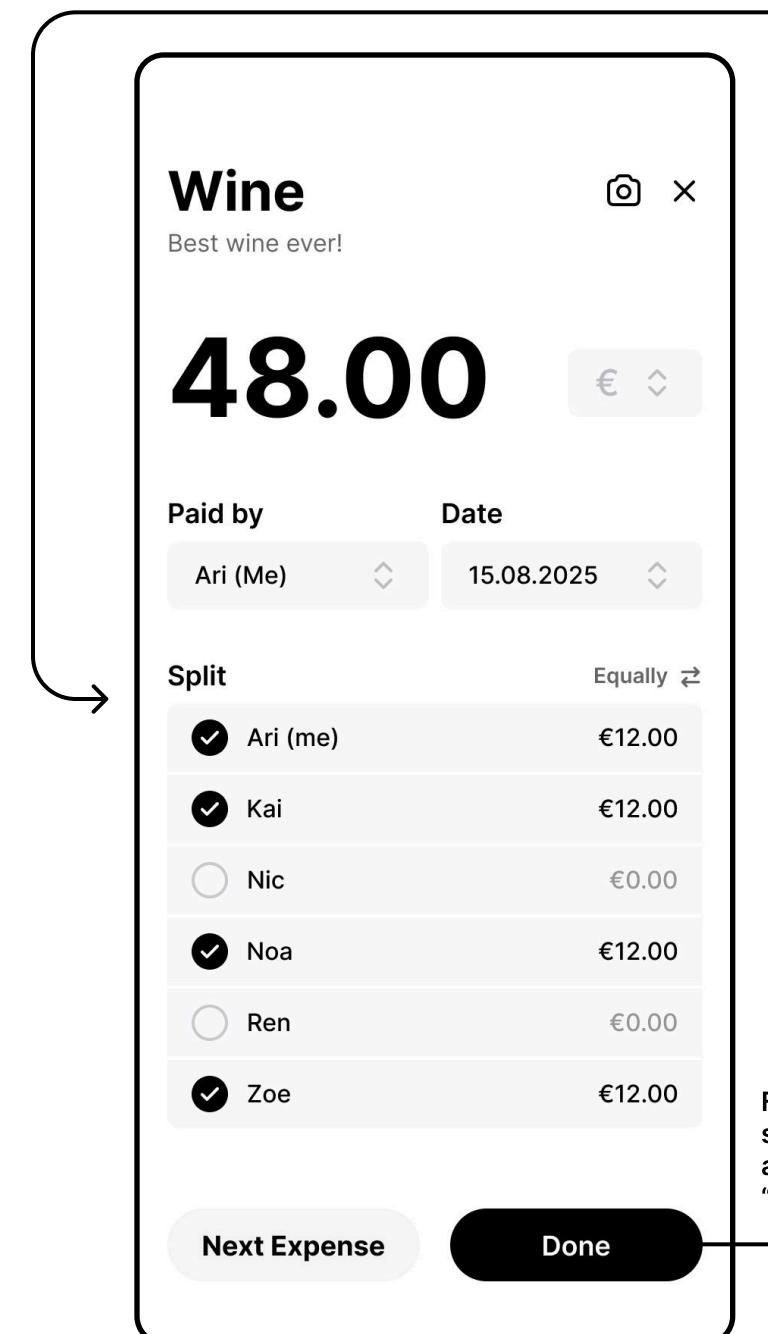
Adding a dinner event with a location poll

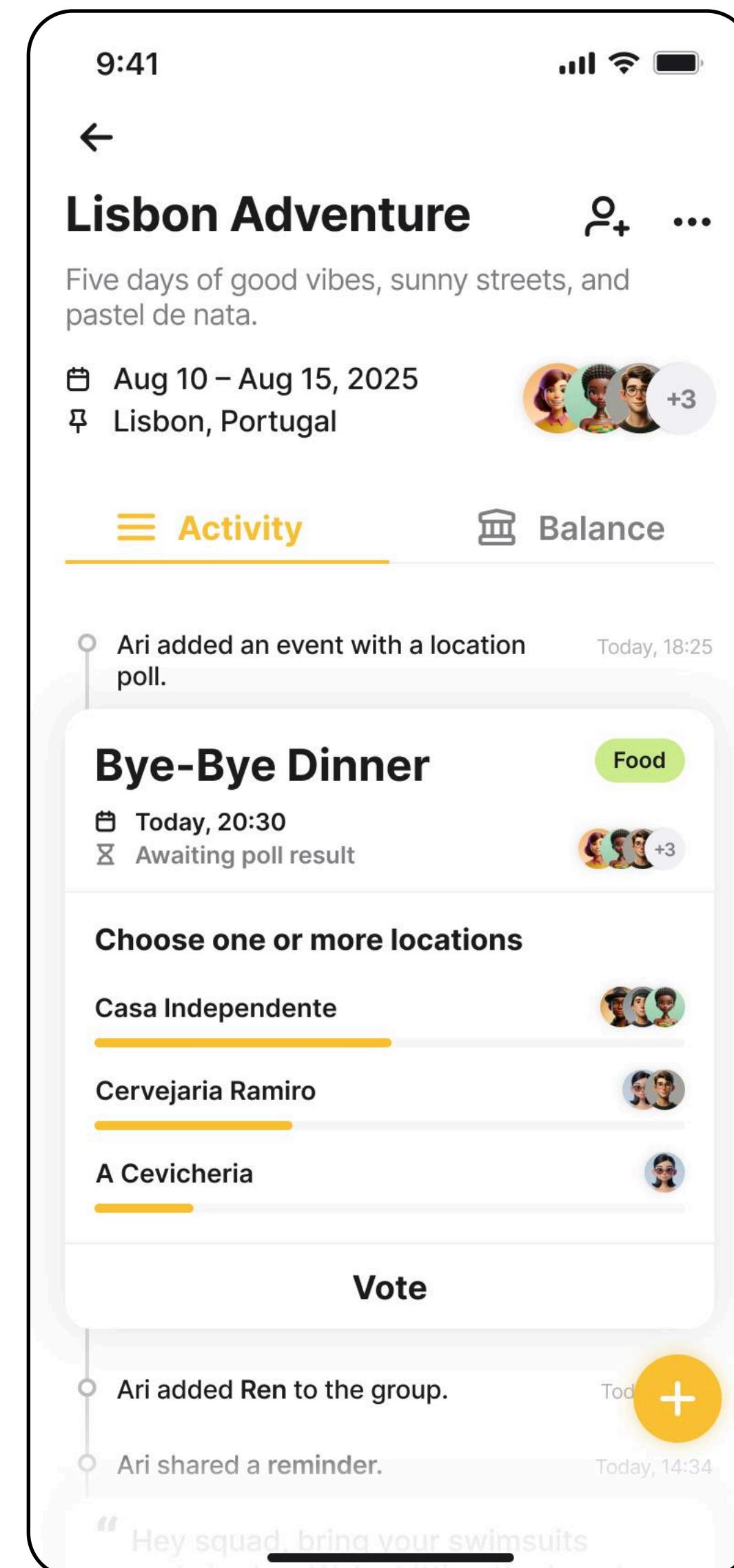
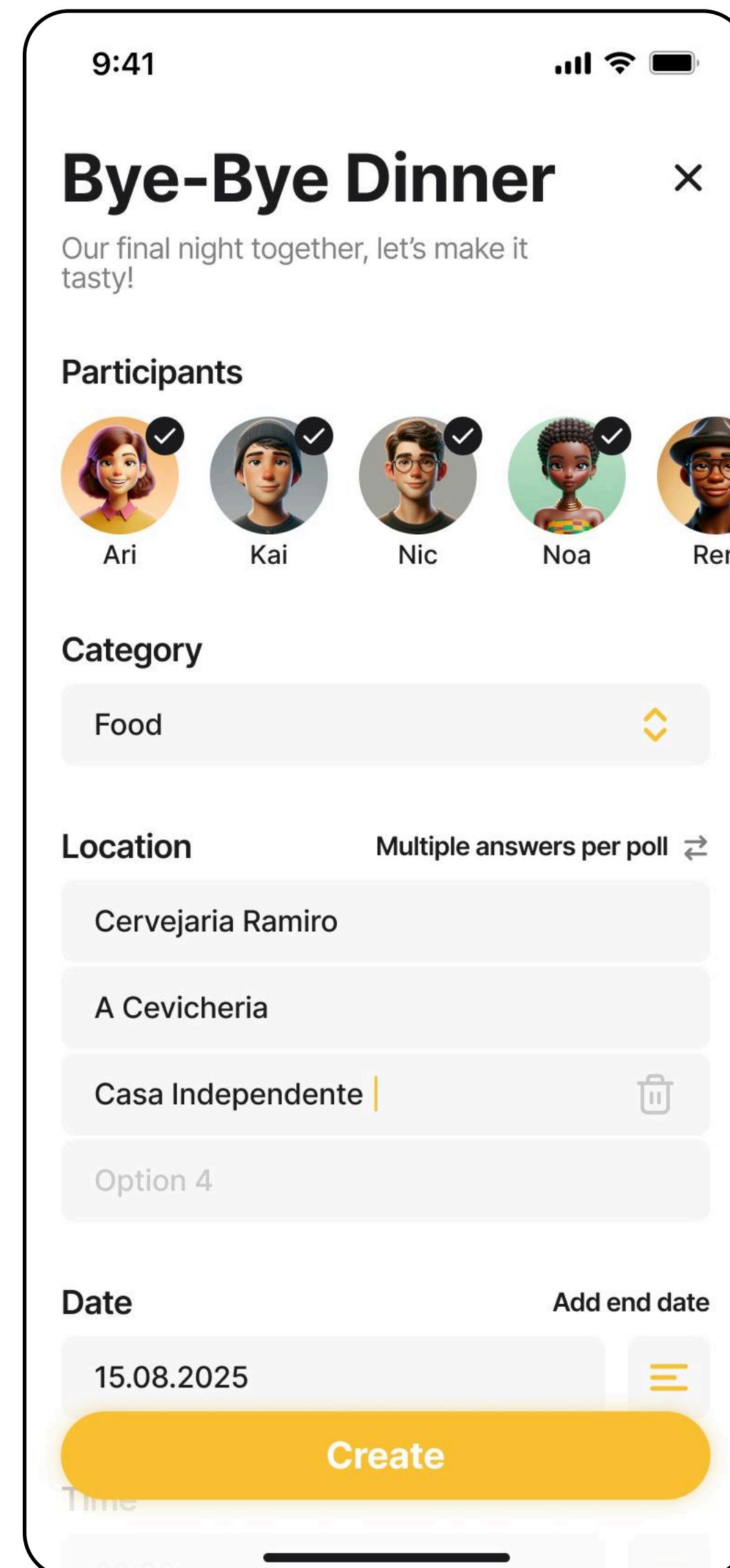
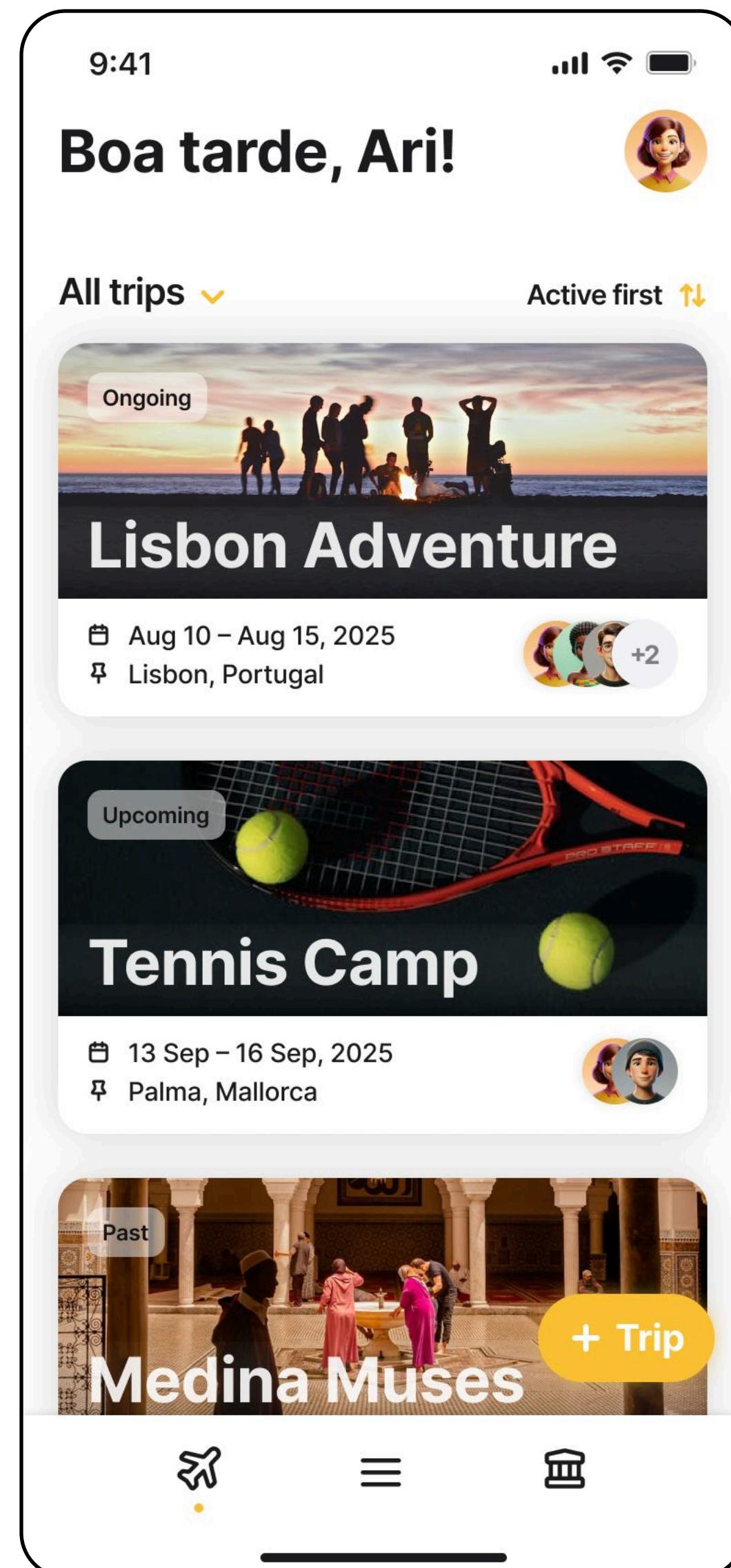
Events can be created directly within a trip, helping everyone stay organized and engaged. Users can set details like time, date, and location, or create polls for group voting in real time. Gathered ensures decisions are collaborative while keeping the experience simple and coordinated.



Adding expenses and settling them up

Gathered simplifies group expense management by allowing users to log shared costs directly within the trip. After an event, participants can quickly add expenses, assign amounts, and split them equally or by custom values. All transactions are displayed transparently in the activity feed, helping everyone stay informed. The balance view consolidates payments automatically, showing who owes or is owed. Once all shares are settled, the app confirms that the group's balance is clear.





Final Screens

The final screen design brings together all core features of Gathered into a clear and cohesive interface.

Project

apm.now

For agile leaders who need to streamline transformation, the apm.now tool is a ceremony-driven solution that integrates with ServiceNow for seamless data access and alignment. As the product designer, I collaborated with the product and business owners to define requirements and translate them into intuitive user flows and interfaces. I worked closely with developers to ensure technical feasibility within platform constraints and collaborated with the front-end developer to keep the interface responsive and consistent.

Industry
Enterprise

Platform
Web

Role
Product designer
Front-end Developer

Product Roadmap



OKR

* Name
Text
Validity Year
2024

Objective

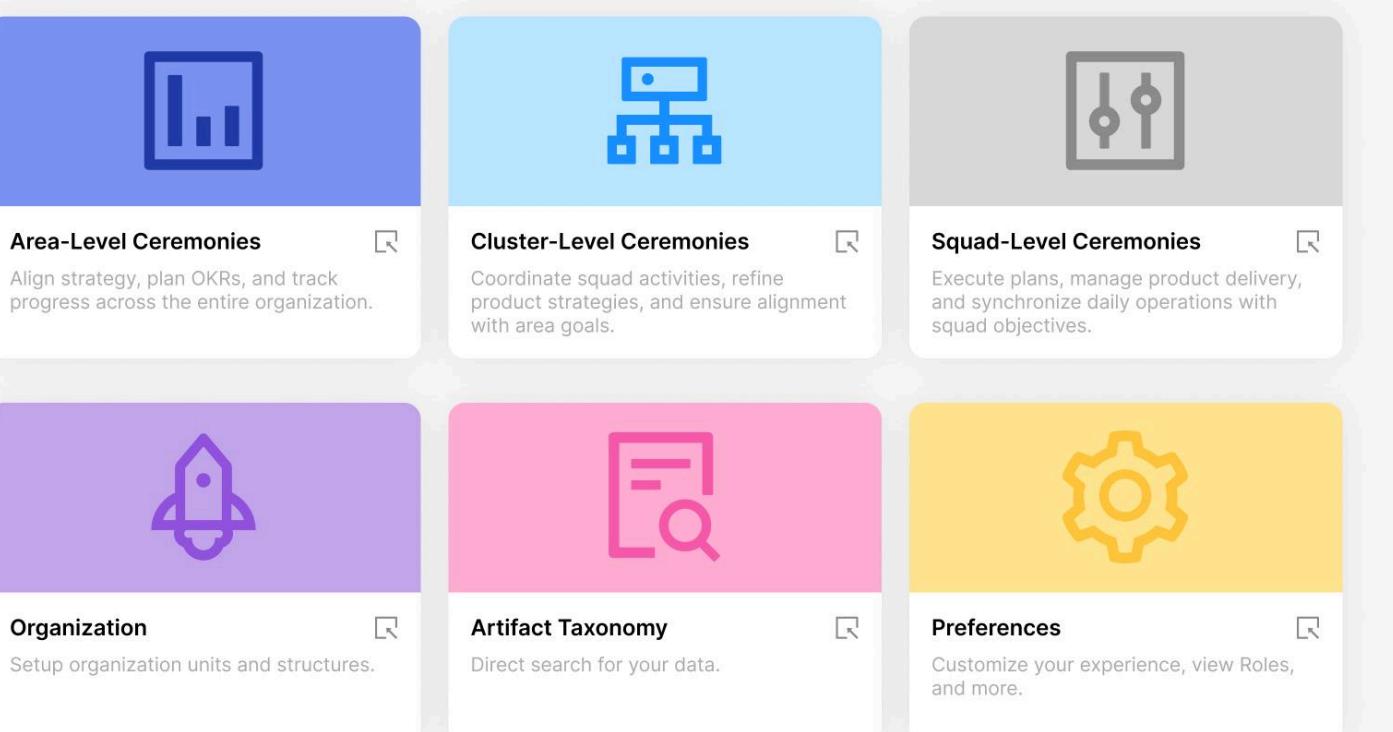
Objective
Text

Key Results

Key Results Name
Number of projects
#profitability > 0 (yes/no = 1/0)
NPS
[Add Key Result](#)

apm.now

Access Points



apm.now Home / Organization Setup

← Organization Setup

Area

* Name Claims	Reference Type Company	Reference Name Direct Health Insurance (DHI)	Area Lead (AL) Yousri Cherif
Area Technical Lead (ATL) Jan Spelsiek			
Short Description Highly Automated Claims Processing with increasing support of AI.	Purpose Your claims – fast, convenient and from anywhere.		
0 / 250			

apm.now

← OKR Creation

OKR

OKR Creation

OKR

* Name OKR 01	Reference Type	Reference Name	Validity Quarter Q4
Validity Year 2024	Status	Short Description Text	0 / 250

Objective

Objective
Text

0 / 250

Key Results

You have no Key Results yet. Start by creating a new one.

[Add Key Result](#)

Save

OKR Creation

OKR

* Name OKR 01	Reference Type	Reference Name	Validity Quarter Q4
Validity Year 2024	Status	Short Description Text	0 / 250

Key Result

* Name Increase customer satisfaction	Plan 03/2024
Minimum Value 0	Target Value 10
Initial Value 2	Current Value 5

Objective

Objective
Text

Key Results

You have no Key Results yet. Start by creating a new one.

[Add Key Result](#)

Save

OKR Creation

OKR

* Name Text	Reference Type	Reference Name	Validity Quarter Q4
Validity Year 2024	Status	Short Description Text	0 / 250

Objective

Objective
Text

0 / 250

Key Results

Key Results Name	Plan	Minimum	Target	Initial	Initial Status	Current	Current Status
Number of projects	01.2024	0	4	1,0	25%	3,0	75%
#profitability > 0 (yes/no = 1/0)	01.2024	0	1	0,0	0%	1,0	100%
NPS	01.2024	5	9	6,0	25%	8,0	75%

[Add Key Result](#)

Save

Discovery

The project began with understanding the SAFe framework and its complex business structure. Workshops with product and business owners helped translate these processes into user-centered goals. The goal was to streamline team alignment within ServiceNow for greater efficiency.

Design

User journeys and information architecture were defined to connect agile ceremonies and portfolio elements clearly. Wireframes explored navigation and data presentation while keeping the interface simple and task-focused for agile leaders.

Development Preparation

High-fidelity screens were created and adapted for ServiceNow's UI Builder, a low-code platform with limited components and flexibility. Designs were adjusted to fit platform constraints while maintaining consistency through reusable modules and a clear visual system.

Delivery and Refinement

Collaboration with developers ensured accurate implementation and smooth handoff. Regular reviews addressed technical constraints and improved interaction quality. The result was a functional, cohesive interface aligned with agile portfolio workflows.

apm.now

Access Points

This screenshot shows the main access points for managing the organization. It includes sections for Area-Level Ceremonies, Cluster-Level Ceremonies, Squad-Level Ceremonies, Organization, Artifact Taxonomy, and Preferences.

- Area-Level Ceremonies:** Align strategy, plan OKRs, and track progress across the entire organization.
- Cluster-Level Ceremonies:** Coordinate squad activities; refine product strategies, and ensure alignment with area goals.
- Squad-Level Ceremonies:** Execute plans, manage product delivery, and synchronize daily operations with squad objectives.
- Organization:** Setup organization units and structures.
- Artifact Taxonomy:** Direct search for your data.
- Preferences:** Customize your experience, view Roles, and more.

metafinanz

apm.now Home / Organization Setup

← Organization Setup

Area

Name: Claims	Reference Type: Company	Reference Name: Direct Health Insurance (DHI)	Area Lead (AL): Yousrri Cherif
Area Technical Lead (ATL): Jan Spelsiek			
Short Description: Highly Automated Claims Processing with increasing support of AI.			
Purpose: Your claims – fast, convenient and from anywhere.			

Clusters
You have no Clusters yet. Start by creating a new one.
[Add Cluster](#)

Stand-Alone Squads
You have no Stand-Alone Squads yet. Start by creating a new one.
[Add Stand-Alone Squad](#)

Save

apm.now Home / Organization Setup

For
Our customers / market segment: Provides benefit(s) B

Who
Want to improve / get / achieve something: Current solutions on the market / our competitors who only ...

The
Product P: Our Solution Has USP U

Is a
Solution / holistic approach / app / platform / application / service

Product Roadmap

	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026
Q1 2025	OKR A OKR B	Initiative A.1 Initiative A.2 Initiative B.1			
Q2 2025	OKR A OKR B'		Initiative A'1		
Q3 2025	OKR A''				
Q4 2025	OKR D				

Save

apm.now Home / Preferences

← Preferences

Your Details
Jan Spelsiek
yousri.cherif@metafinanz.de

Role: Area Technical Lead

Roles
Edit

Language

Notifications
Edit

About us
→

apm.now Home / Preferences / Roles

← Preferences

Roles
Click on the user name in order to modify the given Role or the Assigned Artifacts.

User Name	Role	Assigned Company	Assigned Area	Assigned Cluster	Assigned Squad	Assigned Stand-Alone Squad
Michael Spiller	Administrator	-	-	-	-	-
Matthias Besch	Area Lead (AL)	Direct Health Insurance (DHI)	Claims	-	-	-
Emir Chalghaf	Product Owner (PO)	Direct Health Insurance (DHI)	Claims	Customer Claims Portal	Squad 01	-
Sebastian Schuster	Member	Direct Health Insurance (DHI)	Claims	Customer Claims Portal	Squad 02	-
Jan Spelsiek	Member	Direct Health Insurance (DHI)	Claims	-	-	Stand-Alone Squad 01

1 2 3 4 5 >

apm.now Home / Preferences / Roles

← Preferences

Michael Spiller
X

Roles
Click on the user name in order to modify the given Role or the Assigned Artifacts.

User Name	Role	Assigned Company	Assigned Area	Assigned Cluster	Assigned Squad	Assigned Stand-Alone Squad
Michael Spiller	Member	Direct Health Insurance (DHI)	Claims	-	-	-
Matthias Besch	-	-	-	-	-	-
Emir Chalghaf	-	-	-	-	-	-
Sebastian Schuster	-	-	-	-	-	-
Jan Spelsiek	-	-	-	-	-	-

Assigned Artifacts

Assigned Company	Assigned Area
Direct Health Insurance (DHI)	Claims
Assigned Cluster or Stand-Alone Squad	Assigned Squad
Stand-Alone Squad 01	Assigned Squad

Save

Visual Design

Skills

Visual Communication
Composition & Layout
Color & Typography
3D Modeling

Tools

Adobe Creative Suite
Figma
Cinema 4D
3ds Max



Visual Communication

My graphic design work spans branding, marketing, and visual storytelling. I create posters, campaign visuals, and digital assets that combine clarity with strong visual identity. Each project focuses on communication through form, color, and typography.



Visual Communication at StudySmarter

At StudySmarter, I designed in-app campaigns and produced visual content for social media, blogs, and advertisements. The goal was to strengthen brand presence and drive user engagement through cohesive, story-driven visuals.



Physical Experience Design

Skills
CAD Design
3D Printing

Tools
Autodesk Fusion 360
PrusaSlicer

Pop It

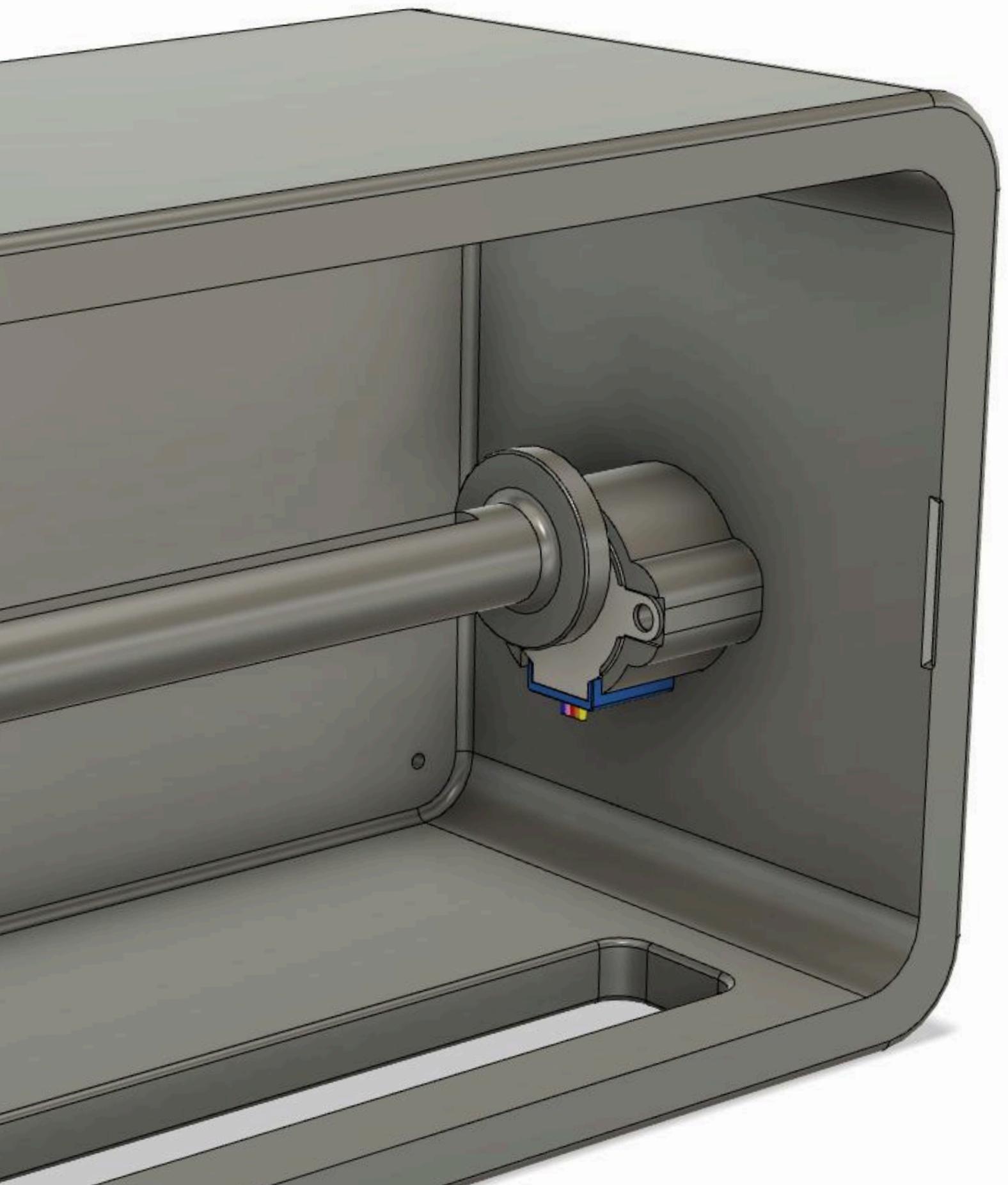
Pop It is a playful smart home concept designed to explore emotional interaction through physical objects. The device connects a stress ball to an automatic bubble wrap dispenser. The more you squeeze the ball, the more bubble wrap awaits you at home to help you unwind. Developed as part of a Sketching with Hardware workshop, I was responsible for the physical prototyping and the final presentation film.



[PRESENTATION FILM ↗](#)

Concept

Pop It was designed as a playful exploration of emotional release in daily life. The idea connects physical interaction and digital feedback through a stress ball that communicates with a bubble wrap dispenser.

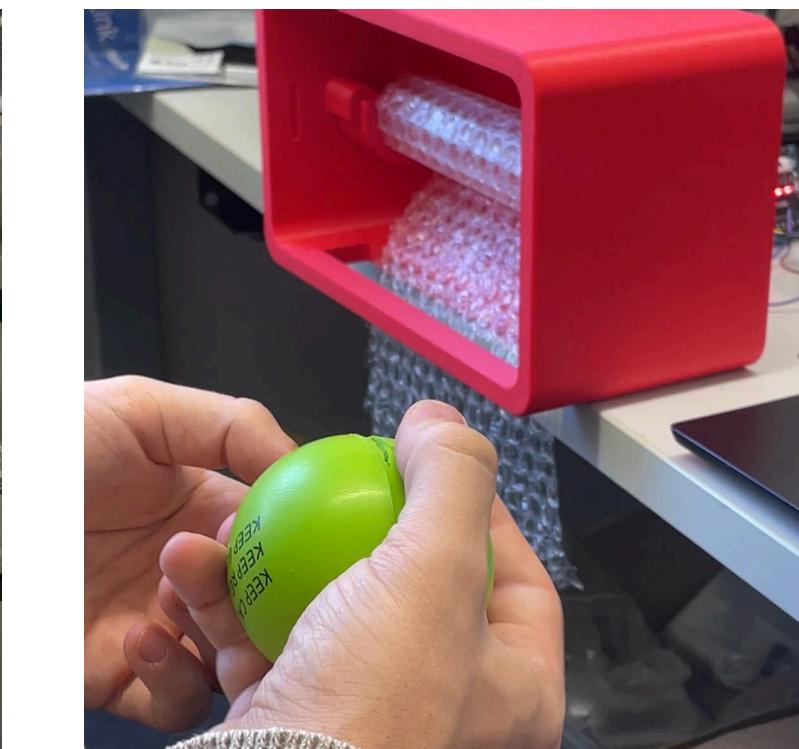
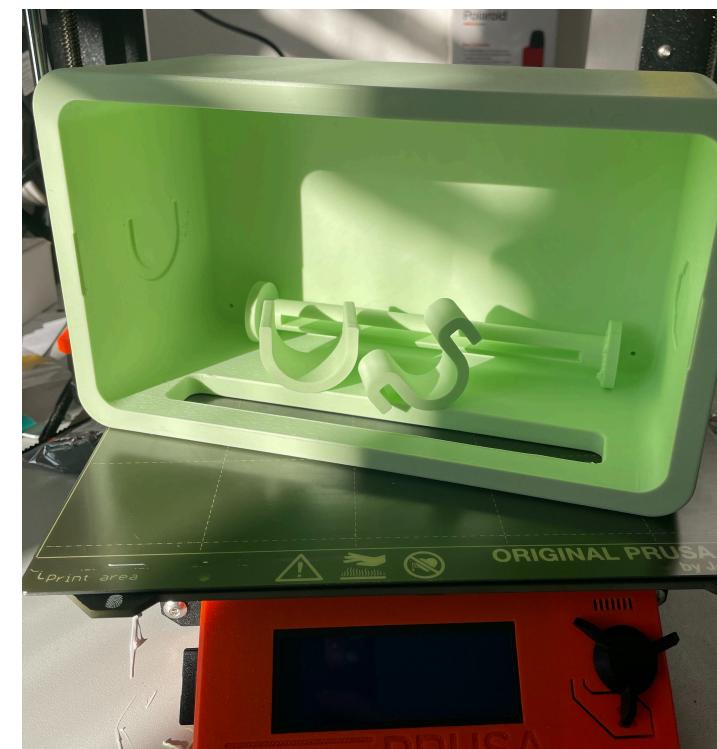
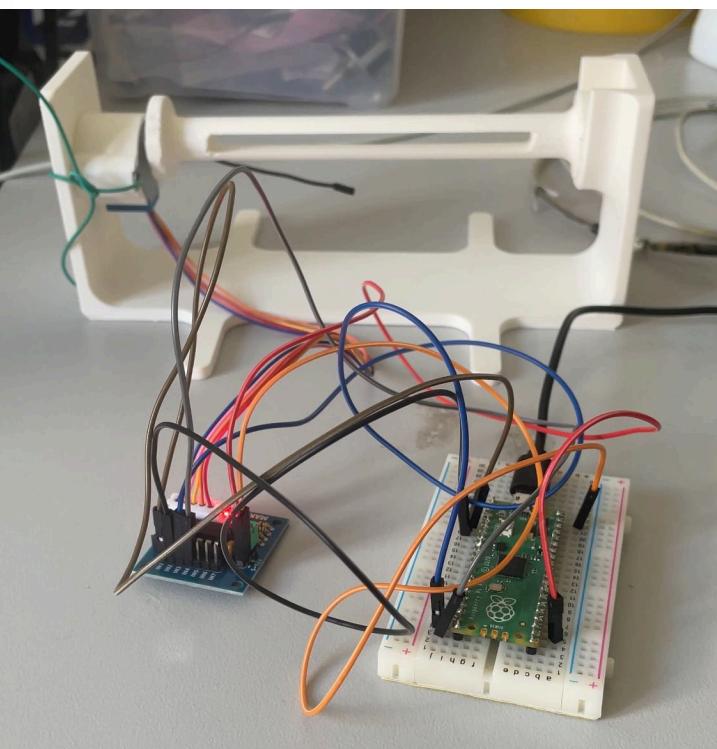
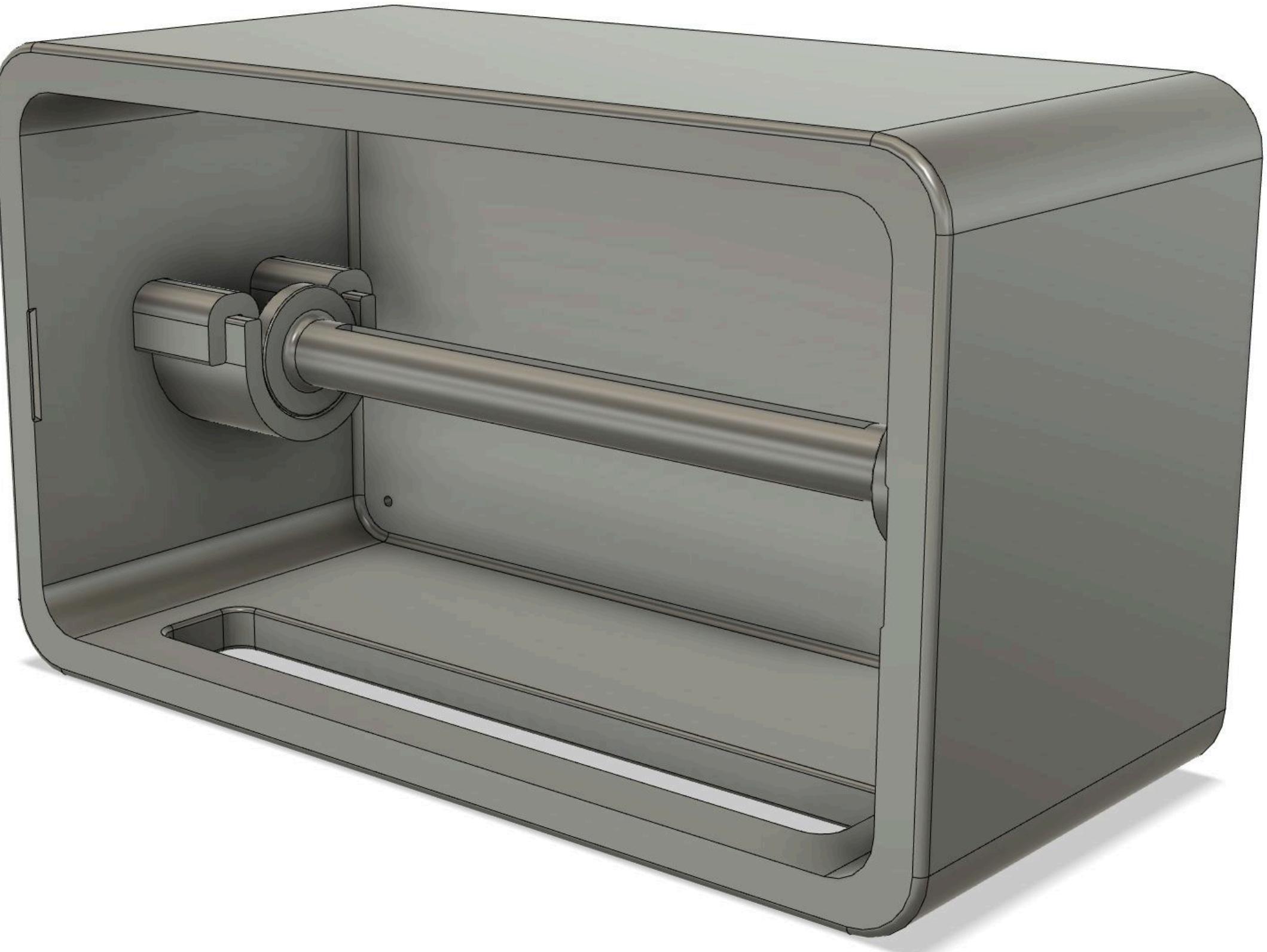


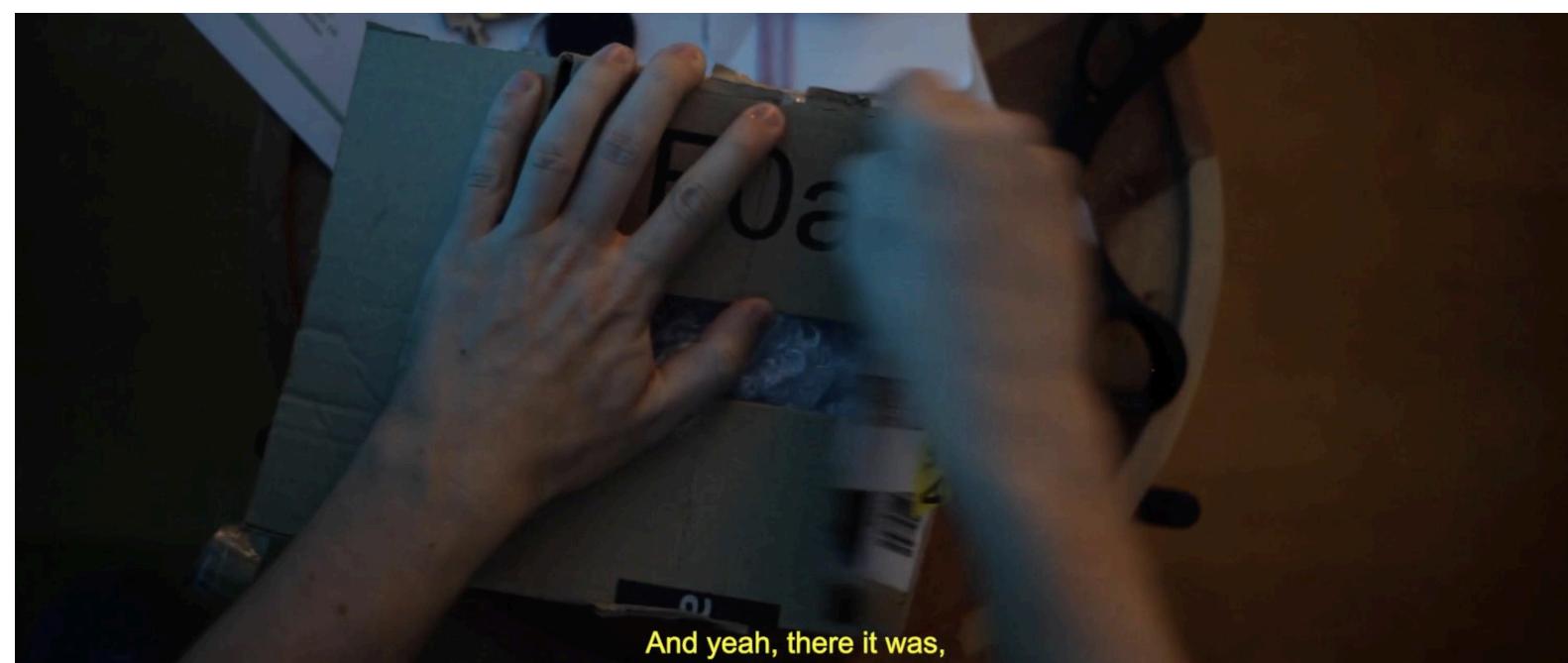
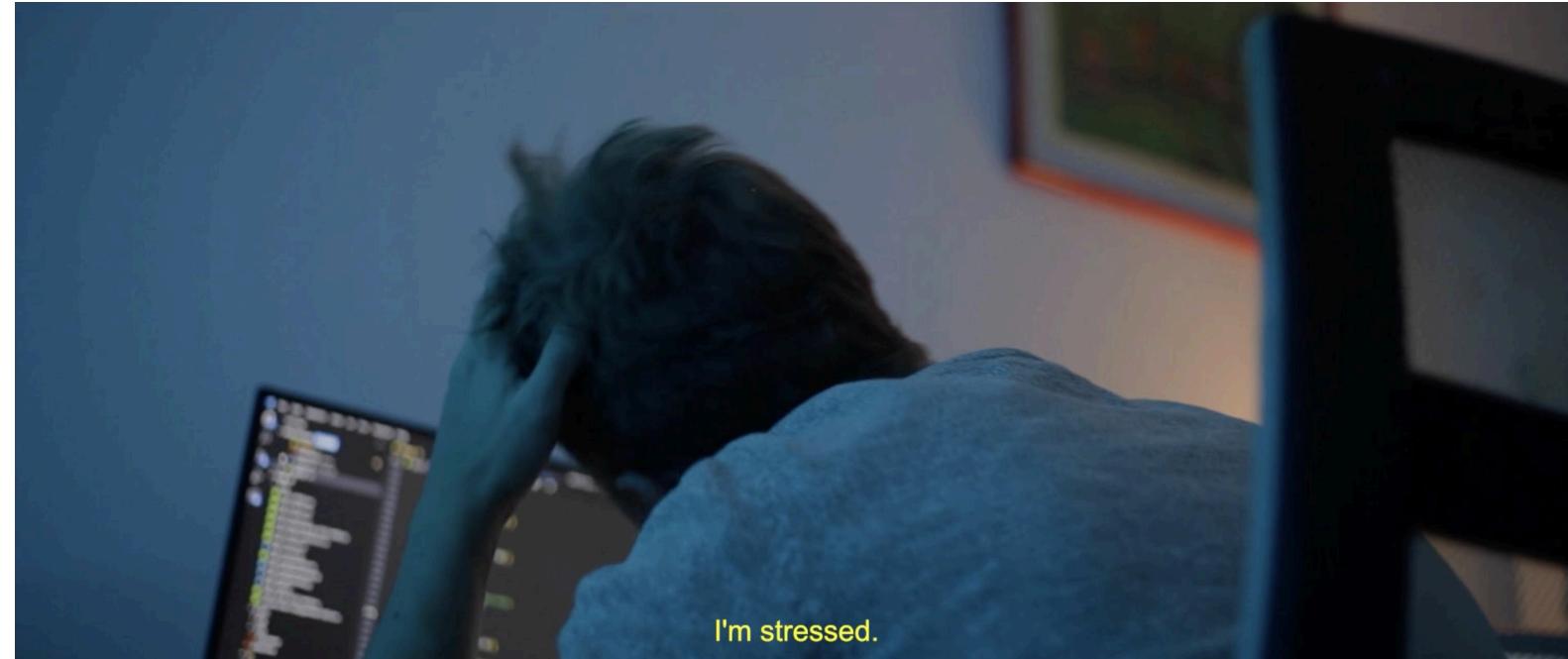
The more the user squeezes the ball, the more bubble wrap is dispensed upon arriving home. A simple, humorous reward for stress. The concept emphasizes tangible joy and self-care through a lighthearted, interactive experience.

Prototyping

The prototyping process combined technical and physical design. While my teammate focused on electronics and connectivity, I led the physical development. The process began with quick sketches to define proportions and form, then moved to detailed 3D models.

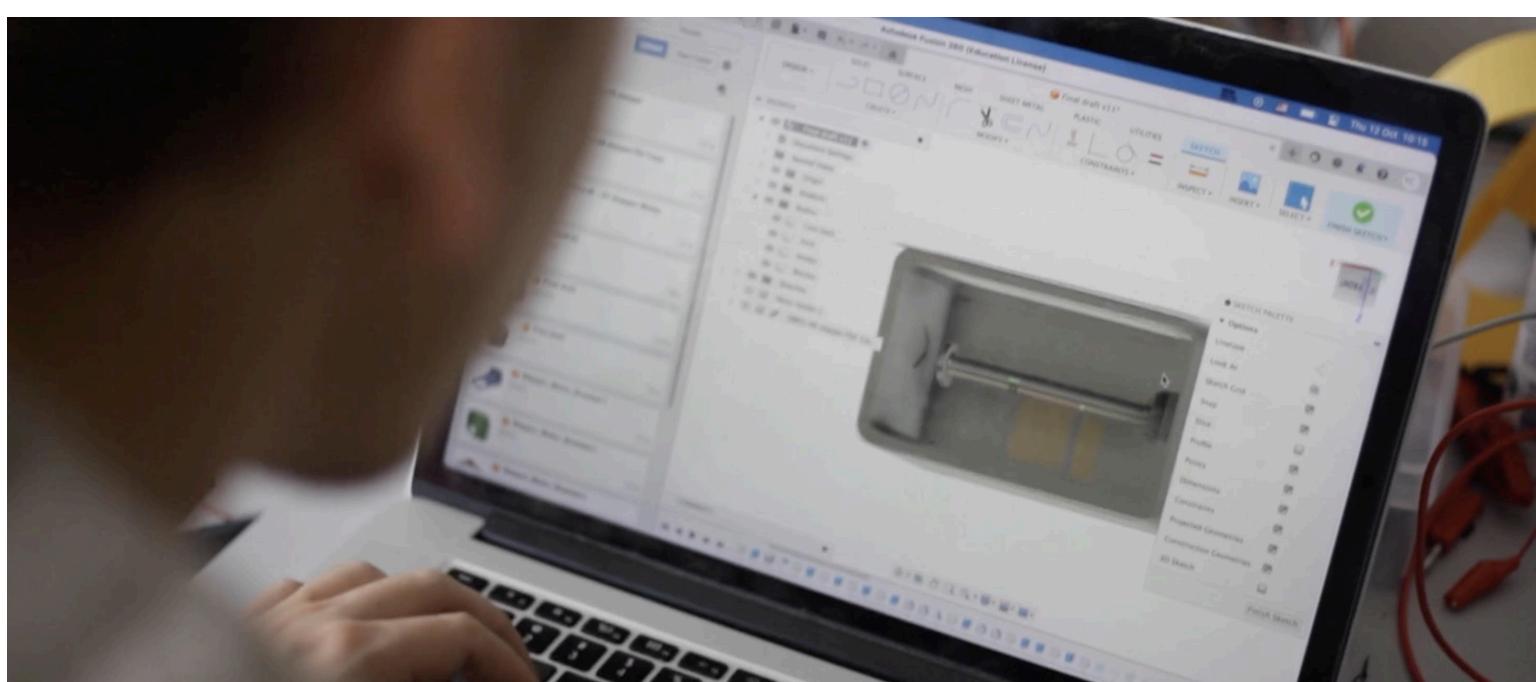
Several prototypes were 3D-printed and tested to refine function and usability. Variations in wall thickness, surface texture, and color were explored to improve durability and tactile quality. Motor placement, cable routing, and interaction points were adjusted to achieve a stable and intuitive design.





Presentation Film

A short presentation film was created to introduce Pop It. I handled the full production process, including script development, planning, shooting, editing, color grading, and sound design. The film highlights both the concept and the making of the device.



Photography

Skills

Digital Photography
Film Photography
Photo Retouching

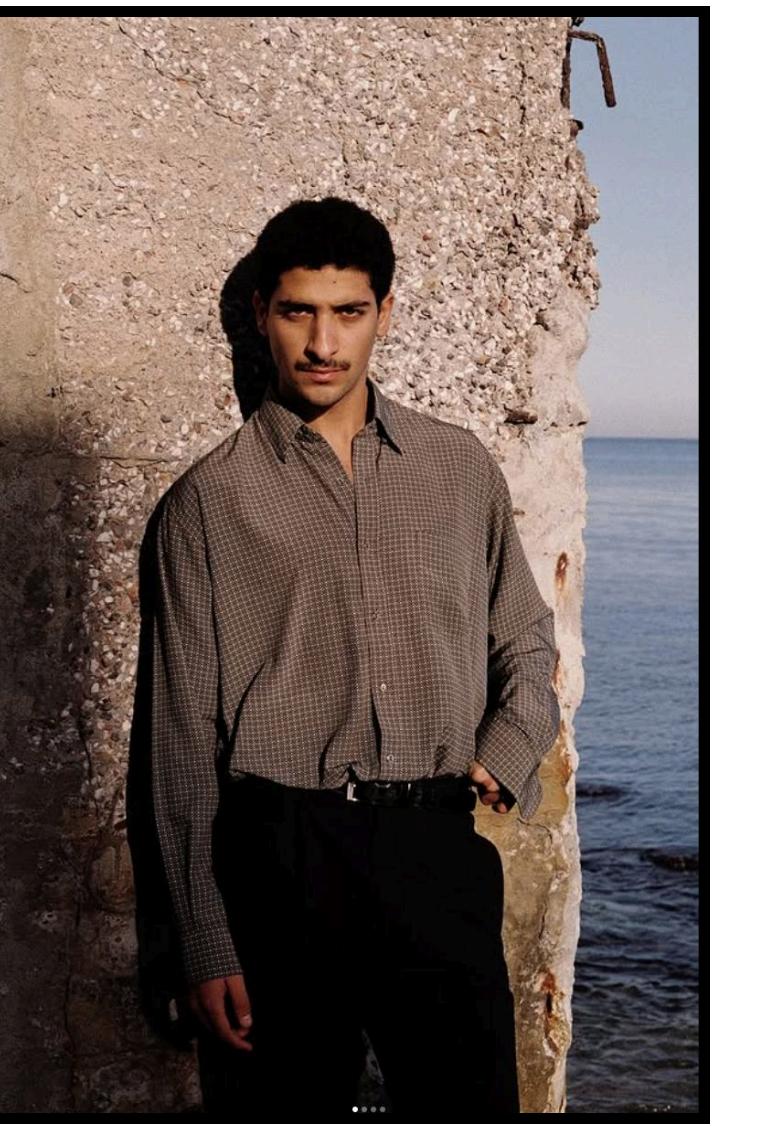
Tools

Capture One
Adobe Photoshop
Adobe Lightroom



I create portrait and editorial work for modeling agencies,
private clients, and independent projects.





All portraits are photographed using natural light. The work focuses on everyday places that often go unnoticed, revealing their quiet beauty through the people who inhabit them. Each scene becomes a dialogue between subject and setting, transforming ordinary moments into spaces of character and presence.





Film

Skills

Film-Making
Video Editing
Color Grading

Tools

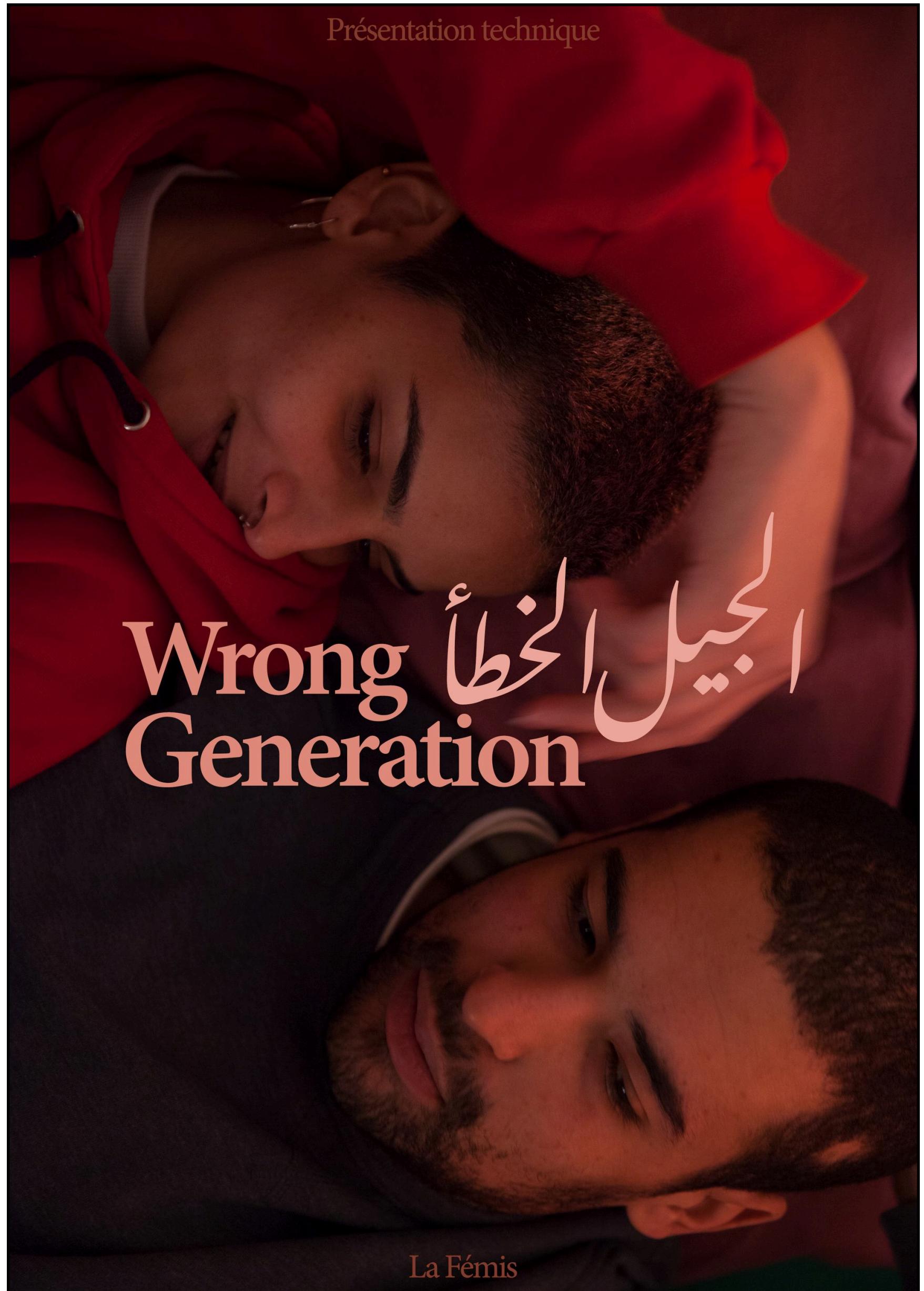
Adobe Premiere Pro
Davinci Resolve

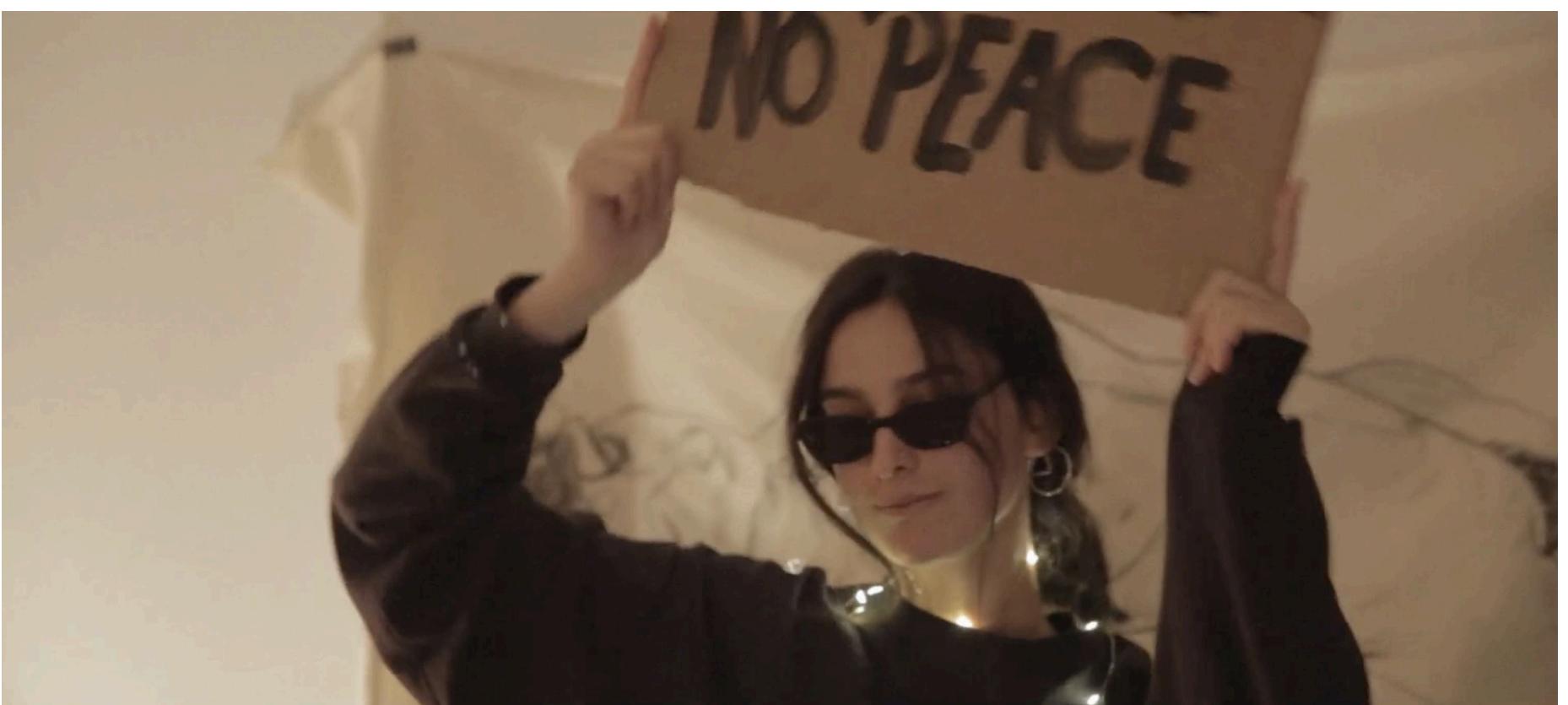
Wrong Generation

Wrong Generation is a short film I directed for my application to the French film school La Fémis. It follows a new wave of youth-led protests in Tunisia, shaped by a generation that never experienced the repression of the Ben Ali era. The film explores how their energy, expression, and defiance are reshaping what public dissent looks like in the country today.

[WATCH SHORT FILM ↗](#)

Présentation technique





Body

Body is a social experiment film co-directed with Kais Fellah. We invited strangers and asked a single question: "If you could change just one thing about your body, what would it be?" The project captures the honesty, imagination, and contrast between how adults and children think about themselves, revealing perspectives that range from deeply personal reflections to wonderfully surreal wishes.

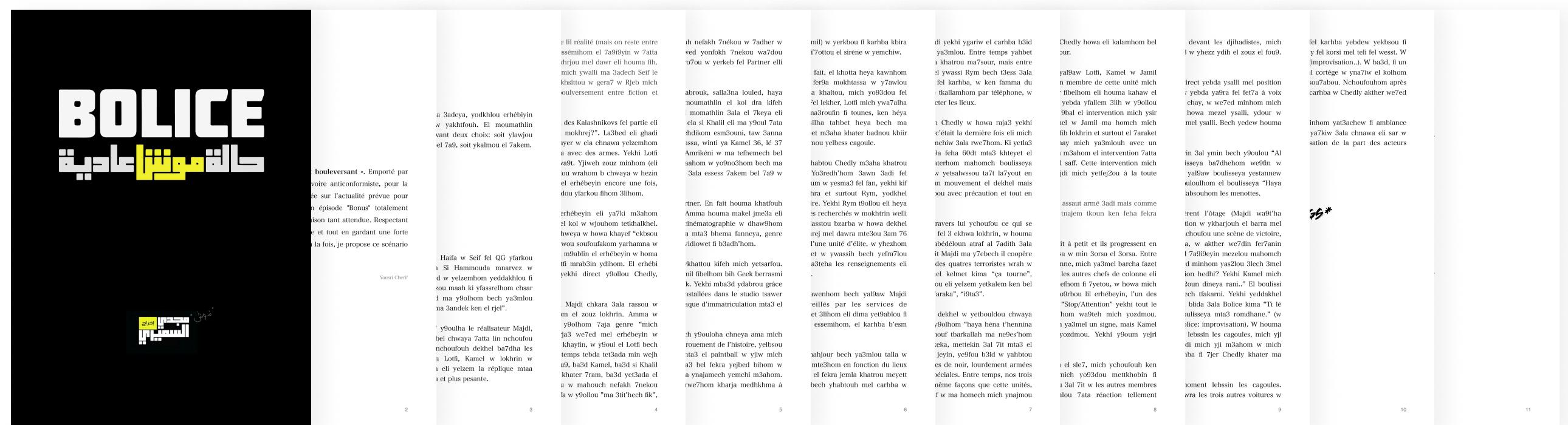


[WATCH SOCIAL EXPERIMENT ↗](#)



Bolice

I wrote an original episode script for *Bolice*, a well-known Tunisian comedy TV series. After contacting the director, I shared the script for review; he responded enthusiastically and made a few adjustments while preserving the core idea. The episode was later produced, filmed, and broadcast on national television.



[WATCH TRAILER ↗](#)



Thank you !