

# Brahim El Maghraoui

## Product Designer

**Greetings! I am Brahim. Creative Designer with 6 Years of Experience.**

Proven expertise in UI & UX to elevate user experiences. Proficient in Figma and other design tools, specializing in creating and maintaining Design Systems for our clients. Successfully delivered projects for renowned brands in the UAE, including ADNOC, Bouroge, Abu Dhabi Government, and Dubai Holding Asset Management. Currently spearheading the design of the Emirates Driving Institute website and app.

## Work Experience

- Product Designer** talentX  
UAE, Dubai (Remote) April 2024 - Current
  - User-Centered Design: Conduct research, create wireframes, and develop intuitive designs based on user needs and feedback.
  - Cross-Functional Collaboration: Partner with product and engineering teams to align on project goals and ensure seamless implementation of design solutions.
  - Prototyping and Iteration: Build interactive prototypes, test with users, and refine designs to ensure a seamless and consistent user experience.
- Sr UI UX Designer** @Brixio  
UAE, Dubai (Remote) March 2023 - Current
  - Collaborating with cross-functional teams, with product owner, developers, and other designers to ensure consistency and quality in the design process. I conducted user research and implemented a redesigned interface for the Website and the app. **the impact** is an increased average session duration **by 25%**, leading to a **20% rise in user engagement**. The redesign also contributed to a **15%** improvement in overall user satisfaction based on post-implementation surveys.
- Mid-Senior UI UX Designer** @Mynk Fintech Start-up  
Morocco (Remote) Aug 2022 - Feb 2023
  - I was Responsible of UI design deliverables to build interactive experiences for the App, adaptive and responsive designs for mobile and desktop, creation of UI kits, UI component libraries: Resulted in accelerating development timelines **by 20%**, fostering a more efficient and collaborative workflow.

<https://www.mynk.ma/>
- Mid-Senior UI UX Designer** @Omnia Digital Agency  
UAE, Dubai (Onsite) Sep 2021 - Aug 2022
  - I Conducted user research to revamp Bouroge Website. I designed the Screens, share it with Senior designer for feed back. We delivered the website to our client ahead of time, **which led Bouroge to make 2 Billion USD, before IPO.**
  - I Developed a comprehensive UI design system, with UI kits and component libraries. Streamlined the development process, resulting in a **15% reduction** in design-to development time. The design system contributed to a more cohesive brand identity and consistency across multiple software products.

Bouroge new Website: <https://www.borouge.com/en/Pages/home.aspx>  
ADNOC 2022 Version: <https://www.adnoc.ae/>  
Abu Dhabi Government: <https://www.abudhabi.gov.ae/>

**More on my LinkedIn & Portfolio:**

[in https://www.linkedin.com/in/brahim-e-269976204/](https://www.linkedin.com/in/brahim-e-269976204/)

<https://www.brahimdesignz.com/>

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## Tools I use

- Figma - AdobeXD
- Adobe Creative Suite
- Notion - Miro
- Jira - Zeplin
- Framer - Jitter
- Illustrator - Photoshop
- Google Analytics - hotjar

## Hard Skills

- Conducting UX Research.
- Style Guides & UI Kit Creation.
- Unified Design System.
- User Testing & accessibility Standards.
- Documentation & Development Handoff.
- Design Thinking & Double Diamond.
- Working knowledge HTML & CSS.
- delivered up to 8 Digital products
- Excellent Communicator.
- Leadership & Mentorship Skills

## Soft Skills

- Professional English
- Arabic Native Speaker
- Time Management & highly organized
- Ideas Articulation
- Good Team Player
- Taking initiative & solve problem

## Education

- **Bachelor of Computer Science**  
International Institute For Higher Education.
  - Bachelor In Interaction Visual Design.**2010 - 2013**