

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, Bourouge, Abu Dhabi Government, and Dubai Holding Asset Management. Currently spearheading the design of the Emirates Driving Institute website and app.

Work Experience

- Senior 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
 - Established and maintained a comprehensive design system, including UI kits and component libraries, fostering consistency and efficiency in the design and development process. Resulted in a streamlined collaboration between design and development teams, reducing design-to-development time by **20%** and ensuring a cohesive brand identity across diverse product offerings.
<https://www.mynk.ma/>
- Mid-Senior UI UX Designer** @Omnia Digital Agency
UAE, Dubai (Onsite) Sep 2021 - Aug 2022
 - Provided mentorship to junior designers, fostering their professional growth and contributing to a collaborative and creative team culture. Notably improved the team's productivity, with mentees demonstrating a **25%** increase in design proficiency. Received recognition for leadership, contributing to a positive and motivated design team environment.
 - Prioritized and implemented accessibility standards, ensuring designs are inclusive for users with diverse needs. Expanded user accessibility, leading to a 25% increase in positive user feedback and recognition for creating an inclusive digital environment.

Bourouge 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/>
- Jr UI UX Designer** @Hilton Doha
Qatar, Doha (Onsite) June 2020 - June 2021
 - I Designed graphics, iconography and layouts for the website and social media platforms. Implemented A/B testing on key features of the website platform and applied iterative design based on user feedback. Increased conversion rates **by 18%** through iterative improvements to the checkout process.

<https://www.hilton.com/en/hotels/dohsbhi-hilton-salwa-beach-resort-villas/resort/>
- Jr UI Designer** @Self-Starter
UAE, Dubai (Remote) Dec 2017 - Dec 2019
 - I Applied adaptive and responsive design principles to optimize the website for mobile and desktop (IOS and Android) Resulted in a reduction of page loading times **by 30%**, resulting in a **25% decrease** in bounce rates. The cross-platform optimization contributed to a **20% increase** in ad click-through rates and improved overall user experience.

-  <https://www.brahimdesignz.com/>
-  <https://www.linkedin.com/in/brahim-e-269976204/>
-  brahim.el.maghraoui@hotmail.com
-  +212 628175816

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**