



Ali SERRAR

UX/UI Designer - Digital Product Designer 

I design experiences that make people lives Simple.

- Full Time
- Freelance

Contact

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-  Casablanca, Morocco

Education

Bachelor's degree Graphic Design and Visual Communication
Faculty of Sciences and Technologies - SETTAT
2019, Settata - Morocco

Diploma of Technician specialized in Computer Graphics
OFPPPT - Office of Vocational Training and Labor Promotion.
2016 - 2018, Oujda - Morocco

Skills

Soft

- Problem solving
- Empathy
- Adaptability
- Team Working
- Leadership
- Communication

Hard

- UX Research
- Personas
- Wireframing
- Prototyping
- Design System
- User stories
- Accessibility
- User journey Mapping
- User flows
- Interaction design
- Design Thinking
- Mobile Design
- UI Design
- Layout & Composition
- Information architecture
- Agile & Scrum
- A/B Testing
- Design sprint
- User testing
- User centered design
- Design sprint

Languages

- Arabic**
Native Language
- English**
Fluent Speaking and Writing.
- Frensh**
Fluent Speaking and Writing. DELF B2

Tool Stack

-  Figma
-  FigJam
-  Miro
-  Framer
-  Sketch
-  Slack
-  Trello
-  Jira
-  Hotjar
-  Adobe XD
-  Adobe Illustrator
-  Adobe Premiere Pro
-  Adobe Photoshop

Profile

With over 5 years of experience in UI/UX design, I create intuitive and aesthetically pleasing interfaces based on user research and analysis, in order to deliver effective and consistent digital experiences.

Professional Experiences



UX/UI designer
WBC & SMARTEEZ · Full-Time April 2024 - Now

- Optimization of an internal ERP** : I rethought the user experience of the timesheet by adding key features that addressed the issues faced by users. I also carried out a complete redesign of the application's user interface and design system, working closely with the technical teams.
- Designing interfaces for marketing projects** : I created intuitive and aesthetically pleasing web and mobile interfaces, based on thorough user research and user testing.
- Mobile App projects** : I worked on the UI and UX redesign of a mobile telemarketing application as well as on the internal mobile application for filling out timesheets.



UX/UI designer
PEAQOCK Financials · Full-Time May 2021 - Avril 2024 · 3 years

- Lead the UI/UX design team, coordinating design activities from needs analysis to prototype delivery.
- Manage and evolve the startup's design system by creating and maintaining a coherent UI kit.
- Collaborate closely with product, development, and marketing teams to align objectives and ensure technical feasibility.
- Define user needs by conducting workshops with product managers, gathering feedback, and analyzing user journeys.
- Produce flow diagrams, user journey maps, and interactive wireframes.



UI/UX designer
Digital Butterfly · Full-Time June 2020 - April 2021 · 11 months

I was in charge of creating user interfaces for various public sector projects at a national level in Morocco. My process started by defining the need in collaboration with the project manager, finding solutions to problems and developing animated prototypes, and finally working with the development team to finalize the product. I also collaborated with social media and digital marketing teams.



Graphic Designer
ONHYM · intership Jul 2019 · 1 months

Development of promotional documents for the National Office of Hydrocarbons and Mines

UI Designer
LussoK · Freelance Oct 2018 · 1 months

Designed a carpooling application, web and mobile version