

Zakaria Boussabbata

Product Designer

Contact

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Portfolio

Zakaria.design

Relevant Experience

UX/UI Designer • Elavi Feb 2026 – Present

- Led end-to-end product design from discovery to high-fidelity delivery across SaaS, enterprise, AI, and e-commerce products.
- Designed AI-powered SaaS experiences that transformed complex workflows into intuitive, user-centered products.
- Worked closely with stakeholders to define product requirements, prioritize features, and deliver user-centered solutions.
- Integrated AI-driven interactions into product experiences while maintaining transparency, usability, and user trust.
- Designed scalable design systems and reusable UI components to improve consistency and development efficiency.
- Conducted competitor analysis, usability evaluations, and iterative design improvements using Lean UX principles.
- Collaborated closely with product managers, developers, directors, and stakeholders to align user needs with business objectives.
- Leveraged Generative AI tools to accelerate research synthesis, ideation, and rapid prototyping.

UX/UI Designer • Disruptia Feb 2025 – Feb 2026

- Crafted visually polished, responsive interfaces with a strong focus on usability and consistency.
- Optimized landing pages and conversion funnels, clarifying value props & CTAs using customer insights.
- Analyzed complex business processes, organizational structures, and budgeting workflows to translate enterprise requirements into intuitive user experiences.
- Collaborated with cross-functional teams to deliver a scalable internal platform that reduced manual reporting by 56%, administrative time by 25%, and improved labor efficiency by 12%.
- Analyzed user needs and triangulated qualitative inputs to define and prioritize high-value features.

UX/UI Designer • Medialead Mar 2024 – Feb 2025

- Designed landing pages, marketing websites, and conversion-focused web experiences.
- Enhanced critical UI components (menus, forms, filters) to streamline interactions and cut friction points.
- Maintained consistency across multi-page websites through scalable design systems.
- Refined website interfaces through iterative feedback and usability improvements.
- Ensured consistent visual language across marketing, corporate, and product websites.

Skills

Design

UX/UI Design
Product Strategy
Visual Design
Design Systems
Information Architecture

Research

User Testing
Heuristic Evaluation
Contextual Inquiry
Personas

Tools

Figma / Figma Make
Framer
Adobe CC

Code

HTML & CSS
Tailwind CSS
JavaScript

AI Tools

Claude Design
Figma MCP Server
Lovable
Bolt

Academic Background

Education

Specialized Technician in Design

Specialized Institute of Graphic Arts - ISAG

Online Certifications

Google UX Design Certificate

Coursera

Practical UX Research & Strategy

Designership