

Safia Bouchareb

UI/UX & Brand Designer | Framer Developer

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Oran, Algeria

[Website](#)

[Behance](#)

I'm UI/UX and Brand designer based in Oran, Algeria, specializing in end-to-end website design and development across Figma and Framer. Experienced in branding, design systems, and Supabase-backed product interfaces for clients worldwide. Fourth-year Computer Science Engineering student specializing in Data Science, bringing a technical, systems-driven perspective to UX and product decisions. Trilingual in Arabic, English, and French.

Experience

Web & Brand Designer — Independent Freelance Practice

Oran, Algeria · Freelance · Ongoing

Achievements

- Delivered end-to-end website design and development in Framer for clients across the Arab world and Europe, owning projects from discovery through launch.
- Delivered high-quality brand and brand identity systems built for growth, translating client vision into scalable visual systems across digital and print touchpoints.
- Founded and operate Hosna Kids, a children's clothing e-commerce brand, designing and maintaining the Shopify storefront alongside marketing and product operations.

Product & Design Contributions

- Designed complete multi-page websites in Figma — including navigation systems, service pages, and case-study templates — then translated every layout decision into responsive, published Framer builds.
- Developed brand identity systems (logo, color, typography, iconography) and applied them consistently across web and product interfaces.
- Integrated Supabase backends for projects requiring authentication, booking logic, and real data functionality.
- Delivered projects that improved client conversion and brand perception, combining strong visual design with functional, production-ready builds.

Client & Team Contributions

- Ran client meetings, gathered requirements, and translated business goals into UX strategy and design decisions.
- Managed ongoing product iteration based on stakeholder feedback and usability considerations.

UI/UX Designer & Framer Developer

Wasej® — Saudi Creative Agency

Design Contributions

- Work as a UI/UX Designer and Framer Developer at Wasej®, an agency delivering Digital solution from websites to brands across the Khali region and Saudi Arabia for clients spanning multiple industries and niches.
- Design and structure client websites in Figma — from e-commerce stores to service-based sites — covering full page architecture, navigation, and layout systems.
- Build and publish responsive, production-ready websites in Framer, translating every Figma design decision into a live, functioning site.
- Adapt design approach and visual language across a wide range of brands and market niches, ensuring each site reflects its client's unique positioning.
- Collaborate within the agency's team structure, contributing consistent, high-quality design and development work across multiple concurrent client projects.

Brand Designer

Dex - Freelance engagement

Design Contributions

- Redesigned the complete visual identity for the Dex , including logo system, color palette, and typography guidelines.
- Created a comprehensive brand guidelines document to ensure consistent application across all touchpoints.
- Designed a set of reusable templates (social media posts, presentations, and marketing materials) aligned with the new visual identity.
- Produced a series of social media post designs and presentation decks to support ongoing content and communication needs.
- Ensured visual cohesion across all brand assets, strengthening recognition and consistency across platforms.

Website Design Partner

iMotion — Polandian Digital Solution Agency

Design Contributions

- Collaborating with cross-functional teams to design and build websites across a diverse range of brands and industries.
- Lead the visual direction for multiple client projects, translating brand identities into cohesive digital experiences.

- Designing and developping responsive websites in Framer, from wireframes to fully deployed live sites.
- Working closely with developers, strategists, and other designers to ensure design consistency and smooth handoff throughout each project.
- Adaptting design approach and visual language to suit each brand's unique niche, audience, and goals.
- Managing end-to-end website delivery, from initial concept and prototyping to final deployment and launch.

Education

Computer Science Engineering — Data Science Specialization

Currently in 4th year · Algeria

Achievements

- Relevant coursework: Machine Learning, statistical & dimensionality-reduction methods, distributed databases, data security & cryptography.
- Approached technical coursework with a product-design mindset — using data-driven and algorithmic thinking to inform how systems are structured, how users interact with them, and how decisions get made under the hood.
- Applied statistical and machine learning concepts to better understand user behavior patterns, data-driven decision-making, and how backend logic shapes front-end experience.
- Built a working knowledge of web development and databases alongside design skills, enabling closer collaboration with engineers and more technically-grounded design decisions.
- Bridged the gap between data science/ML concepts and design practice — using this technical foundation to solve product problems holistically, from interface to underlying system logic

Skills

Design: UX Design, UI Design, Product Design, Design Systems, User Research, UX Strategy, Interaction Design, Information Architecture, Wireframing, Prototyping, Responsive Design, Usability Testing, Accessibility, Visual Design, Design Thinking, Journey Mapping

Tools: Figma, FigJam, Framer, Supabase, Adobe Illustrator, Adobe Photoshop, HTML, CSS, JavaScript, Git, Notion, AI-Assisted Design

Other: Developer Handoff, Client Communication, Problem Solving, Arabic (native), French (fluent), English (fluent)