

Aymen Rouabehi

Product Designer
Tanger, Morocco

aymen@aymen.design
06 10 76 28 74
aymen.design
linkedin.com/in/aymen-rouabehi
x.com/aymen_ux

Product Designer trained at Gobelins Paris, self-taught since the age of 14. I focus on 0 → 1 product design for B2B software, turning ambiguous problems into structured, usable interfaces. Comfortable owning a project end to end, from framing the problem to shipping high-fidelity screens.

Experience

Freelance Product Designer Apr 2025 - Present

Independent product design missions. Full project ownership from discovery through delivery.

- Own each project end to end: discovery, wireframes, high-fidelity UI
- Work directly with clients across different sectors, solo
- Manage iteration cycles and client feedback independently

Cookidea Product Designer Jun 2025

Designed the core user flows and wireframes for a food-tech app, structuring complex logic into clear, usable screens.

- Mapped the app's core flows from scratch, with no existing structure to build on
- Translated complex step-by-step logic into clear, usable wireframes
- Defined the UX architecture independently, without a design lead

SMOOOTH Agency UX/UI Designer Feb 2025 - Apr 2025 · Paris (Remote)

Redesigned Get ALL's UI. Delivered user flows, wireframes and high-fidelity mockups in Figma within a fast feedback cycle.

- Delivered user flows, wireframes and high-fidelity mockups in Figma
- Worked within a fast, remote feedback cycle with the agency team
- Adapted quickly to an external brief and existing product constraints

Vanto Studio UI/UX Design Intern 2023 · Paris

Contributed to internal design projects. First hands-on experience with client work and design feedback cycles.

- Contributed to several internal design projects as part of a small studio team
- Gained first hands-on experience with client work and feedback cycles
- Showed adaptability and autonomy on early assignments

Education

DN MADE - Digital Design École des Gobelins · Paris 2023 - 2025

UI Designer Certification Uxcel · Online 2025

15 Certifications Uxcel · Online 2024 - Present

UX Research, Design Systems, Interaction Design, Typography, Color Theory and more

Projects

Pouch

Newsletter aggregator generating a dedicated inbox email address per user. Designed the full flow end to end: onboarding, triage, reading.

Prefill

Browser extension and profile manager for filling job applications in 3 clicks max, regardless of field count. Fixed flow designed to remove repetitive form friction.

FloorOS

Design system built to adapt to any industrial equipment, usable both on-site and remote.

Stride

Stylus-first collaborative whiteboard. Tested against Figma on an identical UX flow: the snap mode produced a measurable time gain (2:20 vs. 2:24 on Figma), validating the core design hypothesis.

Skills

PRODUCT DESIGN & RESEARCH

- UX Research
- Usability Testing
- Information Architecture
- Problem Framing

EXECUTION

- Wireframing
- Prototyping
- Design Systems
- Interaction Design

TOOLS & AI

- Figma
- Framer
- Claude Code
- Prompt Engineering

COLLABORATION

- Autonomy
- Cross-functional Collaboration
- Communication

Languages

- French** Native
- English** Professional
- Arabic** Learning