

# Fahd Abdellaoui

## Senior UX Designer

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*Austin, Texas | 5712754157*

Senior UX Designer with 7+ years of experience in creating intuitive user experiences and leading design initiatives. Skilled in user research and cross-functional collaboration. Committed to continuous learning and innovation.

## Work Experience

### Senior UX Designer

Sep 2022 - Present

[Mercury Financial](#) | Austin

- Addressed UX issues in a financial mobile application with a user base in the millions.
- Prototyped, wire-framed, and crafted high-fidelity designs to enhance user satisfaction.
- Created animations and illustrations to improve the user interface.
- Managed the design library using tokens for consistency and efficiency.
- Collaborated closely with engineering, marketing, and customers to improve the app rating from 3.7 to 4.8, resulting in over a million new users.
- Employed Agile Methodology for efficient product delivery.
- Ensured a seamless user experience across the app and website for co-brands such as Amazon and Spirit Airlines.
- Conducted user research, interviews, and testing as necessary.
- Mentored UI/UX designers to foster skill development and growth.
- Engaged in copywriting activities to support the overall design and user experience.

### Lead UX/UI Designer

Jun 2021 - Sep 2022

[Stable USA](#) | Austin

- Led design initiatives for the development of a responsive web application tailored for a B2B financial hedging platform.
- Crafted animations and illustrations to enhance the visual appeal and user experience.
- Built a custom component library from the ground up to ensure a cohesive and scalable design system.
- Collaborated closely with Front-End developers and customers to meet and exceed expectations.
- Applied Agile Methodology to ensure efficient and timely product delivery.
- Conducted user research and A/B testing to inform design decisions.
- Created sketches, wireframes, and prototypes as part of the iterative design process.

### UX/UI Designer

Feb 2018 - Jun 2021

[Upwork](#) | San Francisco

- Designed mobile applications for event planning, real estate, and ride-sharing using Adobe XD, Illustrator, Photoshop, and Figma.
- Utilized the Ionic framework Design System Library for seamless design integration across platforms.
- Conceptualized and designed a social media application and website featuring instant messaging, live feed, and map interactions.
- Developed illustrations, sketches, wireframes, and high-fidelity responsive designs to create a cohesive user experience.
- Adhered to Agile Methodology throughout the product delivery process to ensure efficiency and adaptability.

- Leveraged tools like Adobe XD, Illustrator, Photoshop, and Figma to create visually appealing and user-friendly designs.

## Full stack developer

Mar 2017 - Feb 2018

*ISIMM*

- Created responsive websites using JavaScript, PHP, HTML, and CSS.
- Developed a native mobile application with AngularJS, TypeScript, HTML, and CSS.
- Collaborated closely with design teams to ensure cohesive and visually appealing outcomes.
- Employed the Scrum project management framework to guide the development process of new mobile and web applications, ensuring timely and efficient delivery.

## Core Skills

Figma, Adobe XD, Sketch, InVision, Axure, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, UserTesting, Lookback, Optimal Workshop, Hotjar, Jira, Trello, Monday, Asana, Slack, Zeplin, Abstract, GitHub, Google Analytics, Mixpanel, Full Story, Principle, Framer, Lottie, Jitter, CSS, HTML, Angular, JavaScript, User research, Usability testing, User flows, Prototyping, Sketching, Creating animations and micro-interactions, Developing sitemaps, Building and maintaining design systems, Agile and Scrum methodologies, Lead A Team, Mentoring Designers, Providing design direction, Leading design initiatives, Inclusive Design, WCAG Compliance, Customer Experience, Customer-Facing, Design Quality, Product Design, Product Strategy

## Education

### University of Monastir

Sep 2015 - Jun 2018

**Master of Science** Software Engineering

### University of Monastir

Sep 2012 - Jun 2015

**Bachelor of Science** Computer Science

## Languages

**French** (*Fluent*), **English** (*Fluent*), **Arabic** (*Fluent*)

## Awards

### The 2024 Q1 UX Designer Award

Apr 2024

*Mercury Financial*

In recognition of consistently going above and beyond, investing in the design team and individual team member success.

## Certificates

### Foundations of User Experience (UX) Design

Mar 2024

*Google*

### Visual Elements of User Interface Design

Mar 2024

*CALARTS*