

Abdellah Majid

Digital Product Designer (UI/UX)

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SUMMARY

Product Designer with 4+ years of experience designing user-centered digital products across B2B and B2C contexts. Delivered measurable outcomes including a 60% increase in website visitors and a 40% uplift in engagement. Clients include Exponenciel, JEC, GG Sports Park and more. Skilled across the full product design lifecycle: discovery, research, information architecture, interface design, design systems, and developer handoff. Technical background in computer systems and frontend development enables close collaboration with engineering and product teams.

PROFESSIONAL EXPERIENCE

Digital Product Designer (UI/UX)

Worldwide (Remote)

Freelance

Feb 2019 - Present

- Conduct user and market research to inform interface decisions for digital products across B2B and B2C contexts for a solid core product experience for clients like Exponenciel, JEC and more.
- Partnered with clients to understand needs, shape concepts, and translate ideas into clear, user-centered design solutions.
- Design user interfaces, user flows, wireframes, and visual concepts for digital product experiences.
- Helped a French startup enhance its website visuals through improved illustrations and strengthen its online presence by designing +60 custom graphics, increasing their engagement rate by +40%.
- Helped a client grow website visitors by 7x (300 → 2,200) and increase lead generation by 50% through a website redesign.
- Designed personal and exploratory design projects to strengthen product thinking, visual design, and workflow experimentation.

Intern UI/UX Designer

Casablanca, Morocco

(Remote)

Exponenciel

May 2025 - June 2025

- Created over 75 UI components and styles for a fresh design system for a consistent feel across the app.
- Designed +35 app screens across on-boarding, journey, lead-capture.
- Hand-crafted +10 micro animations to enhance the product feel.
- Researched onboarding patterns and user experience approaches to
- Contributed product and UX recommendations to support a more intuitive first-time user experience and improve the structure of the assessment experience.
- Collaborated on early-stage interface decisions and design direction for their learning-focused digital product.

Junior Part-Time UI/UX & Frontend Web Developer

Casablanca, Morocco

(Remote)

CartridgeVault

Mar 2021 - Jan 2022

- Contributed to the UI/UX design of the company's MVP, helping shape a more cohesive early product experience.

- Designed interfaces in Figma and refined them based on feedback to improve usability and engagement.
- Built responsive, cross-browser web pages using Sass.
- Developed reusable frontend components using Vue.js

Intern Technical Network Specialist

Agadir, Morocco

International Paper

Mar 2019 - Apr 2019

- Performed operating system upgrades and software updates in line with company standards and security requirements
- Supported employee account access and connectivity to internal systems and servers.
- Troubleshoot and resolved hardware, software, and network issues across departments.
- Built a strong technical foundation in systems, diagnostics, and user support that supports collaboration with engineers and product teams.

EDUCATION

Digital Product Design

Online

Uxcel

May 2023 - Feb 2024

- UX research and user testing.
- Design thinking and service design.
- User interface design for web and mobile.
- Wireframing and prototyping.

Associate Degree in Computer Systems Networking and Telecommunications

Agadir, Morocco

Institut Libre des Etudes Informatiques et Commerciales

Oct 2017 - July 2019

- Network implementation and security.
- Windows Server administration, technical support, structured and event-driven programming, frontend web development, and open-source operating systems.

SKILLS

Product Design: User-centered design, product thinking, interaction design, information architecture, design systems, user flows, wireframing & prototyping, accessibility (WCAG), heuristic evaluation, usability testing, developer handoff.

Research & Strategy: User research, market research, competitive analysis, problem framing, concept validation.

Research tools: Maze, Typeform, user interviews, survey design.

Design Tools: Figma, FigJam, Framer, Paper.

Frontend / Technical: HTML5, CSS3, Sass, Visual Studio Code, network systems, technical troubleshooting, system support.

Analytics / experimentation: Google Analytics, Hotjar, Mixpanel, Amplitude, A/B testing.

Collaboration: FigJam, Jira, Confluence, Notion, Miro, FigJam.

AI workflows: AI-assisted research synthesis, ideation, content structuring, rapid prototyping, Claude Code, Cursor.

Languages: Arabic (Native), English (Proficient), French (Intermediate).