



I'm Mouhy Eddine ,

A Senior Lead UI/UX Designer.



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CONTACT

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Dubai, UAE

EDUCATION

Master's Degree, Supply Chain Management

University of Lorraine, France

2016 – 2018

Bachelor's Degree In Economic Sciences And Management

Faculty of Legal, Economic & Social Sciences of Agadir, Morocco

2015 – 2016

LANGUAGES

- Full professional fluency in **English**
- Full professional fluency in **French**
- **Arabic:** Native Speaker

MY SKILLS

Figma

Sketch

Photoshop

UI / UX

Prototyping

User Testing

HTML / CSS

Branding

Wordpress

Design Thinking

Wireframing

SEO

Social Media Management

Design Systems

User flows

Design Research

Agile

User Research

Usability Testing

Information Architecture

Mock-ups

User Experience Design (UED)

User Interface Design (UID)

ABOUT ME

Senior Team Lead UX/UI Designer & Web/Wordpress Developer with more than **8 years** of experience in designing clean and functional projects across all platforms and devices in response to specific briefs and problems, while always maintaining a unique look and feel, seeking to leverage my skills and expertise to create innovative and engaging experiences for users.

WORK EXPERIENCE

Polaris Technology (Dubai, UAE)

Senior Lead UI/UX Designer | January 2024 – Present

- At **Polaris Technology**, an ERP company specializing in solutions for the restaurant industry, I had the opportunity to lead several design projects that have significantly enhanced the user experience for both business owners and their customers.
- **Key Responsibilities & Accomplishments:**
 - a. **Branding & Logo Design:**
 - Developed a unique brand identity for Polaris Technology, ensuring it resonated with our target audience in the restaurant industry. Created a modern, clean logo that communicates innovation and reliability.
 - b. **Website Design & Maintenance:**
 - Designed and launched a responsive website for the company, focusing on a user-friendly experience, clear navigation, and an appealing visual design to engage restaurant owners and potential clients. I continue to provide ongoing maintenance, ensuring the site stays updated and secure.
 - c. **Design of Three Mobile Apps:**
 - d. a. **Payment & Menu Ordering App for Restaurants:**
 - Designed a seamless, easy-to-use mobile app that allows customers to browse restaurant menus, place orders, and make payments directly from their smartphones. The app emphasizes smooth navigation, simple payment processes, and a visually appealing interface that enhances the dining experience.
 - e. b. **Ordering Platform for Clients:**
 - Created an all-encompassing ordering platform for restaurant clients, allowing them to manage their orders from multiple restaurants within the company's network. This platform focuses on efficiency, offering a streamlined process for browsing menus, placing orders, and tracking deliveries.
 - f. c. **ERP App for Restaurant Owners:**
 - Developed an ERP mobile app that gives restaurant owners real-time insights into their operations. The app allows users to monitor sales, inventory, and customer behavior, providing them with the data they need to make informed decisions. The dashboard was designed to be intuitive, with clear data visualization to enhance usability.
 - **Skills Applied:**
 - **UI/UX Design:** Delivered user-centric designs for web and mobile interfaces, focusing on intuitive navigation, aesthetic appeal, and performance.
 - **Branding:** Created cohesive brand elements that align with the company's mission.
 - **User Research:** Conducted user testing and research to ensure the applications met the specific needs of restaurant owners and customers.
 - **Collaboration:** Worked closely with developers and stakeholders to bring these designs to life, ensuring all digital products were functional and aligned with business goals.
 - This experience honed my ability to design for both B2B and B2C environments, creating solutions that not only meet business objectives but also delight end users.



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WORK EXPERIENCE

Devotech (Paris, France / Dubai, UAE)

Senior UI/UX Designer & Web Developer | 2020 – 2024

- Designed and implemented UI/UX solutions for a range of digital products, including e-commerce websites, mobile & web apps, and enterprise software.
- Conducted user research and developed user personas to inform design decisions.
- Developed wireframes and prototypes using Figma.
- Worked closely with developers to ensure designs were implemented accurately and efficiently.
- Conducted usability testing and made design improvements based on user feedback.
- Lead UI/UX design efforts for multiple digital products, including web and mobile applications, resulting in an increase in user engagement and satisfaction.
- Conducted extensive user research and analysis to identify pain points and improve user experience, resulting in a 50% increase in user satisfaction and a 15% increase in conversion rates.
- Managed multiple projects simultaneously and collaborate with cross-functional teams to ensure designs meet technical requirements and are delivered on time and within budget.
- Custom Wordpress theme.
- WooCommerce setup and customization.
- Social Media Management, Content Creation, SEO.
- Empower and mentor designers in the team, fostering a collaborative, productive, and positive environment within a growing team.

Freelancer (France – Morocco – U.S.A – Germany – U.A.E)

UI/UX Designer / Web Developer & Social Media Specialist Freelancer | 2017 – 2020

- Designed and developed user-centered designs for various digital platforms.
- Create wireframes, prototypes, and design specifications using design tools.
- Custom theme and plugin development
- Responsive design implementation
- WooCommerce setup and customization
- Social Media Management, Content Creation, SEO.

My Freelancer Projects :

Careem App (UAE) **Venez App + Venez Taxi** (Morocco) **Marjane App** (Morocco)
Ma Bonne Fee (France) **Orange Et Moi App** (Morocco / France) **Wolt App** (Finland)
Cabify (Spain) **Attijariwafa Bank** (Morocco) **CASH PLUS App** (Morocco)