



MOUHY EDDINE HARTY

Senior UI/UX Designer | Senior Product Designer

+971 50 907 2772 | mouhyeddine.harty@gmail.com | Dubai, UAE | Nationality: Moroccan

LinkedIn: [LinkedIn](#) | Portfolio: [Behance](#) - [mouhyeddine.com](#)

PROFESSIONAL SUMMARY

Senior UI/UX and Product Designer with 9+ years of experience designing digital products across SaaS, fintech, web, mobile, e-commerce, ERP and enterprise environments. Experienced across the full product design lifecycle, from user research, information architecture and user flows to wireframing, prototyping, design systems, usability testing, developer handoff and implementation. Strong B2B and B2C experience with a focus on intuitive, scalable and conversion-oriented digital experiences. Combines product design, branding and AI-assisted workflows to solve complex business and user problems.

CORE COMPETENCIES

Product Design • UI/UX Design • UX Research • User Flows • Information Architecture • Wireframing • Prototyping • High-Fidelity UI • Design Systems • Usability Testing • User Testing • Design Thinking • Human-Centered Design • RTL Design • Responsive Design • Mobile App Design • Web Design • B2B • B2C • SaaS • Fintech • E-commerce • ERP • Agile • Stakeholder Management • Developer Handoff • Branding & Visual Identity • Conversion Optimization • AI-Assisted Design • Digital Marketing

PROFESSIONAL EXPERIENCE

Polaris Technology — Dubai, UAE | *Senior Lead UI/UX Designer* | Jan 2024 – Present

- Lead end-to-end Product Design and UX/UI for a restaurant-focused ERP ecosystem across B2B and B2C products.
- Designed 3 mobile products covering restaurant payments and ordering, multi-restaurant ordering, and restaurant ERP management.
- Created intuitive dashboards and data visualizations for real-time sales, inventory and customer insights.
- Conducted user research and usability testing to validate solutions and improve user journeys and workflows.
- Led branding and visual identity, including logo design and a cohesive digital brand system.
- Designed and launched the company's responsive website, optimizing information architecture, navigation and user experience.
- Collaborated with developers, product teams and stakeholders from discovery through wireframing, prototyping, handoff and implementation.
- Translated complex business requirements into scalable, intuitive and visually consistent digital experiences.
- Adhere to visual identity standards across digital, print and graphic design touchpoints.
- Provide guidance and recommendations on UX research methodologies and activities to analyze user experience and user needs.
- Collaborate with Marketing, internal designers and external experts to deliver distinctive and consistent user experiences.
- Test interface elements such as CTAs, typography and page layouts across different screen sizes and orientations.
- Design user interface elements including navigation menus, search boxes, indicators, tabs and other interaction patterns.
- Produce high-quality UX solutions through visual designs, wireframes, interactive prototypes and site maps.
- Develop comprehensive UX strategies aligned with organizational brand experience and business objectives.
- Study and analyze user experience requirements for digital products and services.

Devotech — Paris, France / Dubai, UAE | *Senior UI/UX Designer & Product Designer* | 2020 – 2024

- Led end-to-end UX/UI and Product Design across SaaS, fintech, e-commerce, mobile apps, web platforms and enterprise software.
- Delivered consulting and product design solutions for clients including Careem, Orange et Moi, Wolt, Cabify, Venez and Ma Bonne Fée.
- Conducted user research, competitive analysis and persona development, translating insights into user flows, information architecture, wireframes, prototypes and high-fidelity designs using Figma.
- Drove research-based UX improvements, contributing to a 50% increase in user satisfaction and a 15% increase in conversion rates.
- Collaborated with product managers, developers and stakeholders from discovery through design, handoff and implementation.
- Managed multiple projects simultaneously while balancing business goals, user needs, technical constraints, timelines and budgets.

- Designed and developed responsive WordPress/WooCommerce websites, including custom themes, e-commerce solutions and performance optimization.
- Contributed to branding, digital experiences, SEO and content, ensuring consistent and engaging brand touchpoints.
- Mentored designers and promoted strong design standards, collaboration and continuous improvement.

Attijariwafa bank — Casablanca, Morocco | UI/UX Designer | 2018 – 2020

- Designed user-centered digital experiences for banking platforms and financial services, focusing on usability, accessibility and seamless customer journeys.
- Translated complex banking requirements and business processes into intuitive user flows, wireframes, prototypes and high-fidelity interfaces.
- Conducted user research, usability analysis and competitive benchmarking to identify pain points and improve digital experiences.
- Collaborated with product managers, business stakeholders and development teams to deliver scalable and technically feasible solutions.
- Designed responsive interfaces and established UI patterns and design standards to ensure consistency across digital touchpoints.
- Contributed to the continuous improvement of customer journeys and digital banking experiences, simplifying complex financial interactions.

Freelancer — France / Morocco / U.S.A. / Germany / U.A.E. | UI/UX Designer / Web Developer & Social Media Specialist | 2017 – 2018

- Designed and developed user-centered digital experiences across websites, e-commerce platforms and digital products.
- Created wireframes, prototypes, user flows and high-fidelity UI designs, translating business requirements into intuitive experiences.
- Developed and customized WordPress themes and plugins, delivering scalable and responsive websites.
- Built and optimized WooCommerce e-commerce solutions, including store setup, customization and UX improvements.
- Implemented responsive, mobile-first designs focused on usability, performance and conversion.
- Managed social media strategy, content creation and digital campaigns to increase brand visibility and engagement.
- Executed SEO strategies and website optimization to improve search visibility, traffic and overall digital performance.

SELECTED PROJECTS

• [Careem App](#) • [Venez App & Venez Taxi](#) • [Marjane App](#) • [Ma Bonne Fée](#) • [Orange et Moi App](#) • [Wolt App](#) • [Cabify](#)
• [Attijariwafa Bank App](#) • [CASH PLUS App](#)

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Figma Dev Mode, Canva

UX Research & Testing: FigJam, Miro, Maze, Hotjar, Microsoft Clarity, UserTesting

Product Analytics: Google Analytics 4, Mixpanel, Amplitude

Product Management & Collaboration: Jira, Confluence, Notion, Slack, ClickUp

AI & Design Innovation: ChatGPT, Uizard, Galileo AI, Figma AI, Adobe Firefly

Web & Development: WordPress, WooCommerce, Shopify, HTML/CSS

EDUCATION

Master's Degree, Supply Chain Management — University of Lorraine, France (2016 – 2018)

Bachelor's Degree, Economic Sciences and Management — Faculty of Legal, Economic & Social Sciences of Agadir, Morocco (2015 – 2016)

LANGUAGES

Arabic : Native Speaker • **English** : Full Professional Fluency • **French** : Full Professional Fluency • **Spanish** : Intermediate

CERTIFICATIONS

UX Design Certificate Program (University of Minnesota)

Digital Marketing Certification (HubSpot Academy)

AI in Business and Career Empowerment (University of Maryland, Robert H. Smith School of Business)

Figma Community Advocates (North Africa, Morocco)