

Yassine Mahfoud

UX/UI Designer

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Summary: A certified UX/UI Designer with 8 years of experience in both print and digital design. I specialize in creating visually appealing and intuitive user experiences, with a track record of exceeding client expectations, accelerating project timelines, and improving user engagement. Proficient in a range of design software and methodologies, with a keen focus on usability, visual communication, and responsive design.

Experience

Web Designer | Digital Marketing Agency (2021 - Present)

- **Successfully increased user engagement and retention** by designing user-friendly, responsive websites that led to longer customer sessions and more client inquiries.
- **Delivered projects in half the estimated time**, consistently completing two-week projects within one week by streamlining the design-to-development workflow.
- **Earned overwhelmingly positive client feedback** for improved navigation and a modern look, highlighting a strong record of delivering high-quality user experiences.

Print Operator and Graphic Designer | Print Agency/Digital (2017 - 2021)

- **Directly contributed to exceeding sales targets and generating a significant increase in inquiries** for clients by designing effective and visually compelling marketing collateral.
- **Accelerated project delivery by multiple days** by streamlining the proofing and print preparation processes.
- **Maintained a strong record of positive client feedback**, specifically for faster delivery, improved design quality, and clearer communication.

Education

Industry-specific certification in Google UX Design

Skills

- **UX/UI Design:** User Research, Wireframing, Prototyping, Information Architecture, Interaction Design, Usability Testing, UI Design, Visual Design
- **Design Software:** Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, InDesign
- **Core Competencies:** Problem-Solving, Responsive Design, Visual Communication, Typography, Layout Design, Color Theory, Client Communication, Image Editing