

MOHAMED OUDIB

UI/UX & Product Designer — Human-Centered Design × AI

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SUMMARY

UI/UX & Product Designer with 6+ years shipping enterprise and consumer platforms, blending human-centered design with hands-on AI tooling. Google-certified. Strong in design systems, branding, and user research.

EXPERIENCE

Product Designer — Sobrus, Temara, Morocco *Aug 2025 – Present*

- Architecting scalable enterprise interfaces and a centralized design system
- Partnering with PMs and Engineering to align roadmaps with user-centric solutions
- Conducting qualitative research to identify and resolve interface friction
- Applying AI-assisted workflows (rapid prototyping, generative exploration) to accelerate design iteration
- Created an identical design system in Claude Design, mirroring the Figma system for AI-assisted workflows
- Built a platform to manage Claude Design outputs, similar in structure and function to Figma

UX/UI Designer — Inyad, Casablanca, Morocco *Oct 2023 – Aug 2025 (1 yr 11 mo)*

- Led the design of scalable user interfaces for enterprise platforms
- Created and maintained a unified design system for cross-product consistency
- Collaborated with developers and PMs to improve usability and user flows
- Conducted user testing and feedback loops to refine design decisions

UX/UI Designer — Autodealer, Casablanca, Morocco *Jul 2022 – Oct 2023 (1 yr 4 mo)*

- Spearheaded the end-to-end product design lifecycle, from conceptualization to launch
- Evolved and scaled the corporate design system to accelerate development velocity
- Partnered with stakeholders to align design strategy with business objectives and roadmaps
- Leveraged data analytics and advanced prototyping to validate solutions and improve retention

UX/UI Designer — The Aanlän Institute, Stockholm, Sweden *Jan 2018 – Apr 2022 (4 yr 4 mo)*

- Designed intuitive educational platforms and e-learning experiences
- Conducted user research and surveys to align design with behavioral psychology
- Built low- to high-fidelity wireframes to support iterative product design
- Maintained branding consistency across all digital materials

SOFTWARE SKILLS

Design: Figma (design systems, component libraries, localization workflows), Claude Design, Adobe XD, Photoshop, Sketch

AI / Generative Tools: ComfyUI, Stable Diffusion (local deployment), Krea2, Seedance

Motion & Video: After Effects, MoviePy, FFmpeg

Other: Python (automation scripting for design/video pipelines)

EDUCATION

Master, Multimédia et Technologie du Web

FST Settât | Sep 2022 – Jun 2024

LICENSES & CERTIFICATIONS

Google UX Design Specialization — Google Career Certificates

Issued Nov 2021 | Credential ID YS4EEPPSPWCK

Graphic Design Specialization — California Institute of the Arts

Issued Jun 2023 | Credential ID 25D4GLVQT9YN

McKinsey.org Forward Program — McKinsey & Company

Issued Jul 2025

LANGUAGES

English — Fluent | French — Intermediate | Arabic — Native