Yassine Zidane

UI | UX Designer & Graphic Designer

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Languages:

English	●●●●○
Frensh	●●●○○
Arabic	●●●●●

Education:

License in digital sound and image technology

Higher institute of applied mathematics and computer science of Kairouan

Bachelor in computer science

Higher school Carthage Hannibal

About me

UI/UX and **graphic designer** based in Tunisia, with a mixed expertise in print, web, branding for more than **5 years** at digital agencies and innovative startups. I believe great design is the result of a deep process understanding the problem you're trying to solve, combined with a beautifully executed solution.

My Tools.

Web Design	Wireframing	Digital	Print	Pr.Management
Sketch	Invision Studio	Adobe Photoshop	Jira
Adobe XD	Zeplin	Adobe Illustrator	Miro
Figma	Balsamiq	Adobe Acrobat	ClickUp
Abstract	Mockup plus	Adobe After Effects	Bitrix
Adobe Photoshop		Adobe Premier	Slack
Adobe Illustrator			Trello

Experience.

Senior UI UX Designer

Oct 2020 - Until now

Value digital services
www.value.com.tn

Job description .

As a Senior Experience Designer at Value, I worked in a cross-functional team with Back/Front engineers, business analysts, and QA teams with Agile methodology. My main task was to produce B2B Banking platform dashboards.

Tasks .

- Creating, deploying and iterating on product requirements through well-built prototypes and thoughtful usability tests
- Helping to create deliverables that meet brand, product, and stakeholder requirements
- Identify and troubleshoot UX problems
- Collaborating with our team of business analysts, product managers, and developers to build out functional product features throughout iterative technical refinements.
- Deliver hand-off assets and collaborating with developers.
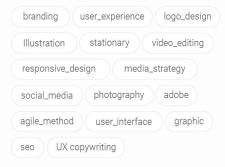
Head of UI UX Design Team

Jun 2020 - Oct 2020

Zerda Digital
www.zerda.digital

Job description .

My main task is building, leading, and growing a highly collaborative team. Also, it is my responsibility as a team leader to ensure that communication of the product and departmental progress is delivered to the stakeholders. This is for approval purposes in the making of final decisions on product and consumer issues or final deliverables.

Interests:

branding   user_experience   logo_design

Illustration   stationary   video_editing

responsive_design   media_strategy

social_media   photography   adobe

agile_method   user_interface   graphic

seo   UX copywriting

Tasks .

- Define project timelines and deliverables for design initiatives while reporting on statuses as it is executed
- Produce a wide range of high quality user experience deliverables leveraging best practices such as journey maps, personas, user flows, concept models, wireframes and prototypes
- Preparing design plans and presenting the website structure
- Designing visual identity for brands

UI | UX Designer & Graphic Designer
Dec 2018 - Jun 2020

BSAMPLY
www.bsamply.com

job description .

As a UX designer i was concerned on how the user interface works, while as UI designer i assure that the final user interface looks as good as it can, and that was a very collaborative and challenging process at BSAMPLY Lab, i was in charge on both UI and UX roles, so it need to be flawlessly executed and perfectly aligned with pre-existing user expectations to create an excellent user interface/experience.

Tasks .

- Gather and evaluate user requirements in collaboration with product manager
- Developing user stories, journeys using storyboards, process flows and sitemaps
- Identify and troubleshoot UX problem
- Designing graphic graphic style guide and user interface elements
- Develop UI mockups and prototypes that clearly illustrate how the site function and look like
- Deliver a hand-off assets and collaborating with developers

For the execution of the process i relied on paper sketching, wireframing/design softwares such as Balsamiq, Sketch, Invision, Adobe illustrator.

Lead Graphic Designer
Sep 2017 - Nov 2018

TUIU
www.Key-one.it

Job description .

As a graphic and web designer, my primary duties include conceptualizing and implementing creative ideas for client websites, as well as creating visual elements that are in line with our clients' branding. I was working closely with our web development team to ensure a proper and hassle-free implementation, using web/graphic design software such as Adobe Photoshop, Adobe XD and Adobe Illustrator.

Tasks .

- Conceptualizing creative ideas with clients or project managers
- Preparing design plans and presenting the website structure
- Designing visual identity for brands
- Develop graphics for product illustrations, logos, and animations

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social_media   photography   adobe

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seo   UX copywriting

Graphic Designer

Jull 2016 - Aug 2017

AG Holding
www.ag-holding.net

As a graphic designer in marketing & commercial department I contributed on documentation design requirement from slides, video presentations to product packaging design, I was in charge of creating the visual identity of the company by providing the team with all design resources for stationary.

Tasks .

- Designing advertisements, annual reports, artwork, and other branding and communication materials
- Meeting or communicating with departement manager to understand what they want out of a project, and helping them get those ideas out in a workable way
- Product Design & visual identity for all brands that company sales

Freelancer

Jun 2013 - until now

Portfolio
www.yassinezidane.com

Job description .

A design lover based in Tunisia and specialized in helping individuals and companies increase target-market visibility by creating eye-catching artwork.

Specialities .

- Branding & visual identity
- Interface UI/UX , Mobile / Web
- Print design
- Typography , Iconography
- Photography