

Yassine Zidane | UX Designer

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“Multi-disciplinary UX designer with a passion for complex digital experiences. I align product key features with the user's needs through empathy, from concept to prototypes to pixel-perfect designs.”

Work Experience

Oct 2020 - Present

UX Designer Lead • [Value Digital Services](#) • Tunis

Value a fintech-focused digital factory driving digital transformation with cutting-edge solutions for the financial industry. I worked in the following projects:

■ Business banking app

- **UX Redesign of MyBIAT Corporate:** Spearheaded the end-to-end redesign of the multi-platform business banking SaaS app, MyBIAT Corporate. Streamlined the user experience and enhanced the overall functionality of the application.
- **Positive MVP Feedback:** Received 82% positive MVP feedback for MyBIAT Corporate app, demonstrating successful user-centered design implementation.
- **Design User Journeys:** Led extensive research, ideation, and prototyping for critical user journeys (User Self-Enrolment, Card Management, Payments & Transactions, Loan Servicing).

■ Human resource app for bank

- **Led Design of WeBIAT:** Orchestrated the design and launch of WeBIAT, an innovative HR mobile app, garnering a remarkable 32,5% increase in internal communication
- **Efficient App Navigation:** Conducted thorough research, testing, and prototyping to optimize app navigation, providing users with quick and easy access to frequently requested features and department contacts.
- **Customized Flutter Design System:** Tailored Flutter design system, enabling seamless development with consistent, on-brand interfaces. No constraints for mobile devs, resulting in a successful and visually appealing user experience.

■ Insurance app

- Designed Assurance BIAT, a web insurance agent portal and a client-focused mobile app. Streamlined secured authentication, contract management, and request handling for a seamless user experience.

■ E-health services app

- Designed E-Saha, the first Libyan health service app empowering users to effortlessly manage healthcare expenses and streamline approval processes.

Jun 2021 - Dec 2022

Senior UX Designer • [QPR Software Plc](#) • Finland (Freelance)

QPR is a Finnish software firm offering management software products in process mining, enterprise architecture modeling, and performance management.

■ E-government portal

- Worked on a visionary e-government web and mobile app for **Dubai Executive Council** with a team of three designers. Ensured exceptional user experience by investigating **WCAG 2.0 guidelines** and promoting **accessibility**. The app manages Dubai's goals for 2030 and 2050.

■ Process mining business portal

- Redesigned **QPR Business portal**, an enterprise architecture modeling captivating the interest of three new clients upon presentation of the revamped designs.

Certification

[Professional Diploma in UX Design](#)

UX Design Institute, Dublin Ireland, 2022

Tools

- Figma
- Sketch
- Figjam
- Miro
- Useberry
- Invision
- Prototipe
- Framer
- Abstract
- Zeplin
- Photoshop
- Illustrator

Skills

- UX Benchmarking
- Usability Testing
- Affinity diagrams
- User journey and Storyboards
- Wireframing & Prototyping
- Information Architecture
- Interaction Design
- Mobile and web design
- Design Systems, Variants & Tokens
- Project Management
- Communication & Collaboration

Education

[License Digital Technology Sound and Image](#) | Higher Institute of

Applied Mathematics and Media, Kairouan - Tunisia, 2012

Languages

- English: Proficient
- French: Proficient
- Arabic: Native
- Portuguese: Basic

Nov 2021 - Dec 2022

UI Designer • [FIFA](#) • Switzerland (Freelance)

In late 2021, FIFA launched FIFA+: An OTT service offering 40,000 live matches, instant results, documentaries, and entertainment on web/mobile platforms.

■ FIFA+

- Designed and supervised the Arab version, considering MENA region audiences. Created Arabic **design system branch**, delivering over 79 production-ready design pages in three months.
- Adapted content design for the MENA region audience by implementing **Apple's RTL design recommendations**, ensuring a culturally tailored user experience.
- Collaborated with a diverse team of 25+ designers, fostering engaging debates, productive brainstorming, and iterative idea refinement, marking a career milestone.

Dec 2018 - May 2020

Senior UX Designer • [Bsamply](#) • Tunis

Bsamply's mission is to digitize the fashion, interior, and raw material industries by automating and optimizing communication, sales, and order processes between buyers and suppliers. This aims to offer a more sustainable alternative to traditional methods.

- Envisioned an intuitive **online portal** featuring a landing search page, a streamlined profile menu to manage suppliers' sampling and collection processes, and an appealing online store. This platform aims to effectively map the fashion supply chain, facilitate community interactions, and attract prominent brands through a seamless user experience.
- Devised an **Order Management System** with cross-functional teams that improved user experience and boosted online orders by 21% within the first six months of launch.

Sep 2017 - Nov 2018

Web & Brand Designer • [KeyOne](#) • Tunis

Key-One, a Milan-based Digital Agency, serves domestic and international markets, empowering businesses of all sizes with digital strategies, web and mobile development, e-commerce solutions, and brand identity.

- Rebranded an E-commerce website for filtration systems Italian company <https://ufi-aftermarket.com/en/>
- Built an E-commerce platform completely aligned with the company ERP for the management of warehouse stocks, orders and customer records <https://www.arcoefrecce.it/>.
- Attained a considerable 70% to 85% delivery success rate for test design implementation, reducing rework costs, collaboratively working with development and QA engineers.
- Fuelled design process by crafting multiple impactful mood boards, guided by the project brief and relevant documents, to establish desired look and feel
- Fine-tuned website performance and drive conversion rates by executing A/B testing campaigns in Google Analytics.