

Abdellatif El mellouki

Product Designer &
Head of Design

Rabat, Morocco

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Education

Septembre 2011 – July 2012

Bachelor degree in
multimedia & Digital skills

BigSoft

September 2009 – July 2011

Bachelor degree in
Graphic design

ISTA

September 2007 – July 2008

High school Diploma in
Experimental Sciences

Ibn Battouta High School

Skills

UX Design

UI Design

Web Design

Mobile Design

Wireframing

Prototyping

User research

Interaction design

Usability testing

Art Direction

Head of Design | Helping brands craft meaningful digital experiences that drive growth

Experiences

October 2024 – Present

Head of Design – DONE

Leading the brand and product design strategy to transform a food delivery app into a super app.

- Led brand identity creation and design system for Done.
- Directed end-to-end UX/UI of the app and new features (wallet, loyalty, referrals).
- Built packaging, fleet, and marketing design assets for brand awareness.
- Managed and grew a multidisciplinary design team.
- Defined design vision for Done's evolution into a super app.

February 2023 – September 2024

Head of Design – YOUCAN

I am responsible for leading a team of 2 designers and overseeing the design process across various projects.

- Oversee the design process
- Problem-solving: Identify and solve problems
- Communicate with stakeholders
- Conduct research to understand user needs and pain points
- Utilize design thinking and lean UX methodologies
- Create wireframes, mockups, and prototypes

February 2021 – January 2023

Senior Product Designer – Somei

I was responsible for the design of the user flows and visual styles of the new features that concerns both desktop and mobile version of the solutions.

January 2019 – Present

Lead Product Designer – Steps Agency

I lead the design department at Steps, which is a digital agency that I co-founded with my brother 3 years ago. I offer many design services (Wireframing, User research, UX design, UI design), and help companies who are looking for giving a best experiences to their digital products through design.

November 2015 – August 2019

Senior UI&UX Designer – Nextmedia

I've joined Nextmedia as a Senior UI&UX Designer. I've been mainly responsible for the design of news, corporates & e-commerce websites for some famous Media groups like Medil, Telquel, le Matin, Medradio, Lalla Moulati, Chouf TV...

February 2015 – October 2015

UI Designer – BRS

I was the only UI designer at BRS. I have helped to improve their digital communication by redesigning their official website, and also designing the websites of their payment solutions from scratch.

May 2013 – February 2015

UI Designer & graphic designer – Itechnology group

I've joined Itechnology group as the only UI and graphic designer. My main mission was to create graphic identities for e-commerce businesses, and then design their websites, from the homepage to the checkout page.

July 2012 – March 2013

Intern web & graphic designer – Mediating

During my internship at Mediating, I've been involved in many type of projects, from designing logos, presentations, User Interfaces to animating short videos for Ads compaign.