Oussama BOUGNOUCH

👍+212 6 98 99 62 01 | ✉ musamathemes@gmail.com

💼 linkedin.com/in/oussama-bougouch | 🌍 portfolio: oussamadesign.github.io

Summary

Sr. Product Designer & UX/UI Designer specializing in user-centered design and data-driven growth. Expertise in conducting user research, mapping user journeys, performing competitive analysis, and implementing A/B testing to optimize user flows and achieve business goals. Proven ability to design and iterate on user interfaces based on data insights and user feedback. Passionate about creating seamless and engaging digital experiences.

Experience

Sr. Product Designer, Gentis/Wiggli SAAS-Recruiting (Jan 2024 - Present)

- Led UX research and design for Wiggli Calendar, Recruiting AI Agent, messaging & communication tools, AI Job Generator, Wiggli Credits Tokens...
- User Interviews, Personas, Quantitative/Qualitative Research, Journey Mapping
- Information Architecture User flows, wireframing, and prototyping.
- Competition Analysis, Benchmark...
- User testing, Usability Testing, A/B Testing...

Lead Product Designer, Freelancer (Sep 2022 - Dec 2023)

- Designed Web3 NFT marketplace & Sweeperz NFT Merch App.
- Provided UX/UI design for multiple projects.

Lead UX/UI Designer, 4D (Dec 2019 - Jul 2022)

- Designed Probiocal web app (Medical Machines).
- Developed FNAC product comparator & Workpass app.
- Created Career Card mobile app for employee rewards.
- And more..

UX/UI Designer, IPPON TECHNOLOGY (Feb 2018 - Oct 2019)

- Redesigned European Judo Union & French Federation of Sports websites.
- Assisted in CHANEL Educational App UX/UI.
- Designed Athlé mobile app.
- And more...

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UX/UI Designer, 4D (Feb 2014 - Oct 2019)

- Designed At&t TARS web app
- Designed Gaming Dashboard for GAMMA PROTOCOL Game
- Designed Regulae One Big Data app
- Designed Italia Rails Trains transportation app
- Designer & Improved 4D internal products like 4D, Wakanda...
- And more...

Co-Founder & Full-stack Designer, Themevan (Mar 2010 - Jun 2014)

- Designed and sold WordPress themes.
- Designed websites for small & medium businesses.

Education

- Moulik Group - Information Technology (2011 - 2013)
- FSJES University - Economy & Finance BAC+2 (2010 - 2012)
- Mohamed 6 high school - Accountancy & Management
- Bachelor Degree (2008 - 2009)

Skills

- **UX/UI Design:** User Research, Quantitative/Qualitative Analytics, Contextual Inquiries, Competition Analysis, User Journey Mapping, Wireframing, Prototyping, Design Thinking , Design Systems, Visual Design, Contextual Inquiries, Competition Analysis, User Journey Mapping, A/B Testing, User Testing, Team management, Leadership, Story-Telling...

- **Product Management:** Product Strategy, Stakeholder Communication, Scrum, Problem Solving, Data Analysis

- **Marketing & Growth:** Growth Hacking, Facebook Ads, Google Ads, Growth UX, User Flow Tracking

- **Web3 & Blockchain:** NFT, Crypto, Decentralized Apps, Tokenomics...

Certifications

Google UX Design Specialization

- Build Dynamic User Interfaces (UI) for Websites
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Design a User Experience for Social Good & Prepare for Jobs
- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- GOOGLE UX Design

IBM Certifications

- Enterprise Design Thinking Practitioner
- Product Management: An Introduction

SkillUp Online Certifications (by IBM)

- Product Management: Foundations & Stakeholder Collaboration
- Product Management: Initial Product Strategy and Plan