Ala Eddine Semassel
Product Designer

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I'm a Product Designer with 4+ years of experience, specializing in UX/PX and B2B/B2C SaaS/AI, with a strong software engineering background. Skilled in turning needs and pain points into an intuitive, high-impact digital product experience. I've helped brands and startups grow by creating experiences that people need and love to use. My goal is simple: design with purpose, and always keep the human at the center.

Experience

Product Designer (UX/UI) @ BIGMAMA TECHNOLOGY

March 2025 – Present | Full-time | On-site

- Lead the end-to-end design of AI Agents product **"HykoAI"**, creating and scaling its design system while designing clear user flows, wireframes, mockups, and interactive prototypes that optimized complex AI workflows into seamless, intuitive experiences.
- Conducted UX audits, user research, and usability testing to refine and enhance design decisions based on real user insights.
- Collaborated with cross-functional teams, including the CTO, CEO, developers, project managers, and marketing, to deliver a product aligned with user needs and strategic business goals.

Product Designer (UX/UI) @ Guiddini

October 2024 – March 2025 | Full-time | On-site

- Led design for fintech product **"E-fawtara"**, creating structured user flows and modular UI components for invoice management. Reduced invoicing time by 70% and enabled 90% faster payment processing across diverse clients (BDL Bank, Invest Market, Moustachir startup), achieving 88.67% stock-subscription completion rate for online sales.
- Led design for event management product **"Eventili"**, building reusable component systems for web and mobile. Enabled thousands of exhibitors to book stands online, saving organizers 10× the time and increasing event engagement by 30%. Deployed at AFES 2025, supporting 1,000+ attendees, 13 expert panels, and 70+ exhibitors.
- Integrated business strategy into design decisions by collaborating closely with stakeholders and developers, project managers, marketing and sales, ensuring every component and pattern supported both user needs and measurable business outcomes.

Senior UX/UI Designer & Event Organizer @ AFES 2025

October 2024 – March 2025 | Full-time | On-site

- Contributed as part of the organizing team by managed the SANDBOX UX interactive space, enabling 200+ participants to test and provide feedback on e-payment solutions from 10+ fintech companies over 3 days. **"Full event report"**
- Designed event emails and redesigned the event website to enhance user experience and engagement, helping attract 1,000+ attendees, secure multiple sponsors and exhibitors, and support 13 expert panels featuring government ministers and financial executives

Lead UX/UI Designer @ Rofoofee

August 2024 – February 2025 | Freelancer | Remote

- Lead the full product design journey of Rofoofee, taking it from its first version (V1) to the redesigned Rofoofee V2, evolving an e-learning product into a superapp with four pillars: Store, Stories, Courses, and Educational Games.
- Built and scaled the design system (color palette, typography, components) across web, desktop, and mobile, creating a unified experience and increasing engagement by 20%.

Design skills

UX Design · Product Design · Design system · Usability Testing · Wireframing · UI Design · Information Architect · Interaction Design · Prototyping · System thinking

Collaboration skills

Communicative · Strong presenter · Gives design critique + feedback · Detail-oriented · Time Management · Problem-Solving

Technical skills

Figma · FigJam · ChatGPT · Google Analytics · Slack · HTML · CSS · Javascript · lottiefiles animation · PostHog · Notion · Lovable

Languages

Arabic · English · French

Education

Master's degree @ university 20 august 1955

(2021 -2023)

Master's degree in Software engineering.

Bachelor's degree @ university 20 august 1955

(2018 -2021)

Bachelor's degree in information systems and software engineering.

Certifications

Google UX Design Professional Certificate

June 2024 -August 2024

Skills: User Experience (UX) · Teamwork · Product Development · Design Sprints · UX Research · Prototyping · Usability Testing · User Journeys · wireframe · Figma (Software) · Empathy Mapping

Social links

semassel-565220236   Alasemassel   Others

- Designed detailed user flows, wireframes, mockups, and interactive prototypes, improving the navigation, making it easy for both children and parents to explore.

Co–Founder & Product Designer @ Signlingo App

January 2023 – October 2024 | Part–Time | Hybrid

- Revamped app and website interface to optimize user experience, resulting in a 40% reduction in bounce rate and a 50% increase in average session duration within the first month of implementation.
- Conducted thorough usability testing on app features, pinpointing key pain points and implementing strategic design changes resulting in a 25% reduction in onboarding time.
- Led the UX/UI design for interactive sign language learning modules, making sign language more accessible and contributing to a 50% growth in user sign–ups within six months.

Co–Founder & Product Designer @ HexaFlex development

December 2022 – October 2024 | Full–Time | Hybrid

- Led the design and deployment of 5+ mobile applications for Android using Flutter. A 20% average user satisfaction was achieved through rigorous user experience (UX) testing and iterative design processes.
- Managed teams of 04 developers, resulting in a 40% increase in development efficiency.
- Led project planning, execution, and digital marketing, successfully launching 5+ mobile apps on time and within budget

UX/UI Designer @ Freelancer

September 2021 – October 2024 | Part–Time | Remote

- Work on UX/UI design projects for diverse clients, delivering intuitive web and mobile products tailored to client specifications.
- Developed wireframes, prototypes, and high–fidelity designs using Figma, ensuring seamless collaboration with development teams.
- Managed multiple projects simultaneously, delivering high–quality design solutions on time and within budget constraints.