



I AM

FATHALLAH

BENKADDOUR

DIGITAL CREATIVE AND UX/UI DESIGNER.
PIXEL GURU, DRIVEN BY CURIOSITY AND PASSION.

AND

THIS IS MY RESUME

• • •
I HAVE A FANATICAL PASSION FOR 'GREAT' DESIGN EXPERIENCES BOTH ONLINE AND OFFLINE.

CONSTANTLY STRIVING TO BE ON THE FOREFRONT OF EMERGING TRENDS AND TECHNOLOGY.

THESE ARE MY EXPERIENCES

BANQUE CENTRALE POPULAIRE

Mai 2017 – present

Casablanca

FREELANCE UX / UI CONSULTANT

Teaming with Product owners, scrum masters and developpers to build and ideate digital products using Agile methods.

• Providing content strategy, UI design direction and user experience design
Conducting usability tests and user interviews to observe user behaviors
Deliverable included interactive Prototypes, low to High-fidelity Wireframes, userflow, personas, site maps and visual design

INDEPENDENT CREATIVE

July 2016 – Mai 2017

Casablanca

DIGITAL CREATIVE AND PRODUCT DESIGNER

Developing innovative and on-strategy designs which meet the objectives of the assignment.

• Ability to get the job done right working independently, or within a team; on target, on time and on budget.

Accounts : BMCE, DDB, Vedettes Sirénes, ish.ma,

OGILVYONE WORLDWIDE

July 2013 – July 2016

Casablanca / Dubai

SR. UX / UI DESIGNER AND DIGITAL CREATIVE

Worked on a multitude of web / Mobile and corporate

Solving problems conceptually in collaboration with the broader interactive team, including writers, information architects, and developers.

• Creating a range of concepts, designs for each project and able to partner with copywriters to ensure that the art direction and visual presentation supports the concept.

Accounts : inwi, Afriquia, Aqua Group, Attijari Wafa Bank, Kia

MOBIBLANC

August 2012– July 2013

Casablanca

UX / UI LEAD - VISUAL STUDIO MANAGER

Wireframing and prototyping using a user centered design approach.

Leading teams of designers and production artists to execute cross channel and digital work.

• Working closely with the developement departement to maintain a pixel perfect integration process.

Accounts : Méditel, Rma Watanya assurance, Crédit du Maroc, GDF Suez, CIH, Maroc Telecom, OCP, Wafa Salaf.

SYNCHRONISM

December 2007 – Mars 2012

Rabat / Montreal

LEAD DIGITAL DESIGNER

Mentoring and guiding interns and junior team members.

Overseeing and coordinating design of marketing materials.

• Worked closely with the web development team to ensure technical feasibility and correct design implementation.

Accounts : Msn, Ricardo Cuisine, SNRT, CDG, Cnia Saada, Eden Park, TMSA, Saham, Telquel.



I BELIEVE IN POWER OF BOLD DESIGN, NEGATIVE SPACE AND MEANINGFUL USER-CENTRED EXPERIENCES.

THESE ARE MY DEGREES

BACHELOR Bachelor of Design degree
- 2007 Specialized in design, media and technology
ARTCOM - School of Art, Communication and Media

BACCALAUREATE Baccalaureate
- 2003 Specialized in business and management

THESE ARE MY SKILLS

I SPEAK Arabic as a native tongue
French as a second language
English fluently

I AM Team player
Fast and able to work under pressure
Take-charge person
Capable of doing a massive range of styles
Thorough and meticulous

I HAVE Excellent knowledge of design and typography
Ability to stick to the creative brief and timeline
Excellent knowledge of wireframing process

I EXCEL AT Adobe Creative Suite including Photoshop, Illustrator, InDesign, Acrobat
Wireframing and prototyping using Axure, sketches and rapid prototyping
Art Direction, Conceptualisation, Visual Design
User Experience and UI design for touchscreen applications

THIS IS HOW TO GET IN TOUCH

WRITE ME hello@fathben.com

CALL ME +212 665 378 087

MY WORK www.behance.net/fath

MY PROFILE www.linkedin.com/in/fathallahbenkaddour

VISIT www.fathben.com