



I AM

FATHALLAH

BENKADDOUR

UX / PRODUCT / CREATIVE DESIGN SPECIALIST,
DRIVEN BY CURIOSITY AND PASSION.

AND

THIS IS MY RESUME

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

THESE ARE MY EXPERIENCES

INDEPENDANT CONSULTANT

June 2016 – present

Casablanca

UX / UI SENIOR CONSULTANT

- Teaming with Product owners, scrum masters and developpers to build and ideate digital products using Agile methods. Providing content strategy, and conducting usability tests and exploration interviews to observe user behaviors. Deliverable included interactive Prototypes, low to High-fidelity Wireframes, userflow, personas, site maps and visual design.

BANQUE CENTRALE POPULAIRE

- UX / UI / IA consultancy for "Digitalisation du parcours de Demande crédit"
- UX strategy, conducting user reasearch before building e-banking Entreprise
- Digitalisation du traitement des demandes de déblocage crédit - RBO

FACEBOOK

Conducting user research, focused on understanding the moroccan target audience and how they interact with specific existing FB flows and patterns.

SAHAM DIGITAL FACTORY

Leading the UX team and working closely as a Design specialist with the strategy departement to improve the overall digital user experience of multiple processes,

Accounts : AttijariWafa Bank, BMCE, Google, CFG, image&stratégie, ish.ma, Tuifly.

ART'COM SUP

September 2016 – December 2018

Casablanca / Rabat

PROFESSOR - INTERACTION DESIGN

- Digital interaction and user experience design for Masters degrees. Teaching theoretical design learning and pragmatic, hands-on industry skills.

DIGITAL CREATIVE LEAD

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

Able to partner with other creative directors to ensure that the art direction and visual presentation supports the concept.

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

OGILVYONE WORLDWIDE

July 2013 – July 2016

Casablanca / Dubai

UX PRINCIPAL

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.

MOBIBLANC

August 2012– July 2013

Casablanca

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.

SYNCHRONISM

December 2007 – Mars 2012

Rabat / Montreal



I BELIEVE IN THE 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

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
Wireframing and prototyping using Axure, sketch and rapid prototyping
Art Direction, Conceptualisation, Visual Design
User Experience and UI design for desktop and 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