



SOUFIANE CHRAIBI

DRIVEN BY THE
UNEXPECTED

UI/UX DESIGNER - INTERFACE PROTOTYPER - DIGITAL PRODUCT DESIGNER - FRONT END DEVELOPER

INTRO

From the age of twelve I knew that design was my passion. Since then, for over a decade, I have been professionally active working with businesses and startups.

Born and raised in Morocco. After successfully finishing my design studies in Montreal, I started working for agencies and clients all over the world. I specialize in designing and developing user interfaces and digital products. I don't restrict myself to design. The blend of design, user experience, marketing, and business is where I feel I excel. A proper executed product design should translate into economic value for your business.

Through research into the target audiences your business is serving, I can help to identify the needs of your prospects and clients, then resync that with your value proposition. By developing branded aesthetics and the right product strategy, your end-user will then enjoy the best possible user experience.

During my career, I have taught myself to code in front-end languages. This allows me to put my product vision in place exactly as I've visualised. Generally I know the possibilities and restrictions of user interfaces and I know how to co-operate with teams.

EXPERIENCES

Present OCT 2016	Senior UI/UX Designer - Creative Director TheNextClick
OCT 2016 NOV 2015	Digital Art Director Initiative
JUNE 2015 SEP 2014	UI/UX Designer Event Digital Solutionst
JUNE 2014 JUNE 2012	Interactive Designer Elbazi.com
DEC 2011 AUG 2010	Designer Carrefour
JULY 2010 DEC 2009	Web Designer BISYS
MAR 2009 FEB 2008	Designer PGMSports Montreal

EDUCATION

MOROCCO	Lasalle College Design 2004 – 2006
MONTREAL	Lasalle College (Inter-DEC) Media Arts 2007 – 2008

EXPERTISE

UI/UX Designer
Interface Prototyper
Digital Product Designer
Front End Developer

SKILLS

Brainstorms & Trainings

Reviews

Work Closely with Development Team

Visual Design

Interface Design

Iconography

Graphics

User Evaluation

Prototyping

Wireframing

Information Architecture

Task Grouping

Task Analysis

Concept Design

Persona Creation

Data Gathering

User Interview

User Research

Field Research

TOOLS

Invision Studio

Figma

Sketch

Invision App

Invision DSM

Zeplin

Abstract

Miro

XD

Photoshop

Illustrator

Atom

