

# Elhaidi Oussama

Product Designer | Casablanca, Morocco

oelhaidi.com | hello.elhaidi@gmail.com | +212 622 722 957

GitHub: ELHAIDI-OUSSAMA | LinkedIn

I'm a product designer in Casablanca with five years of experience. At Nuitee, I work on user research, hotel booking flows and design systems. I work with engineers and test prototypes with users. Outside work, I design and build my own products, including Viral Folder, UX Auditor and iOS apps.

## Experience

### Nuitee Product Designer

February 2024 to Present

- Conduct UX research with hotel partners, including interviews and feedback analysis to identify needs, pain points and opportunities.
- Run UX audits, competitive analyses and heuristic evaluations to identify friction in user journeys.
- Analyze quantitative and qualitative data through session replays, usability tests and user feedback.
- Develop and maintain a cross-product design system for visual and functional consistency.
- Redesigned White Label's mobile hotel booking flow. Conversion increased from 1.1% to 4.09% after the redesign.

### Sekera Group Product Designer

December 2023 to February 2024

- Evaluated SECDOJO products for usability, accessibility and interface consistency.
- Proposed actionable recommendations to clarify user journeys and improve the experience.
- Redesigned marketing pages to align with the new product version, improving visual hierarchy and messaging.

### Digital Partnership Group Product Designer

August 2022 to December 2023

- Improved design delivery speed by standardizing the handoff process across more than eight SaaS products.
- Led design from the initial brief through prototypes and engineering handoff.
- Worked with engineers to adapt designs to technical constraints.

### One Click Agency UI/UX Designer

June 2021 to July 2022

- Owned the design process from understanding needs to UI/UX design, prototyping and engineering handoff.
- Worked with engineering on functional, realistic solutions aligned with product constraints.

### One Click Agency UI/UX Designer (intern)

April 2021 to June 2021

- Developed visual identities for e-commerce projects.
- Created visuals for digital marketing campaigns.

# Elhaidi Oussama

Product Designer | Projects, education and skills

## Selected projects

### White Label

Company work at Nuitee

Designed the marketing site, partner dashboard and hotel booking site. The mobile booking redesign increased conversion from 1.1% to 4.09%.

### UX Auditor

Independent Figma plugin

Designed and built a Figma plugin that analyses frames and adds UX findings as sticky notes on the canvas.

### Viral Folder

Independent product

Designed and built a content research tool for creators to find posts gaining attention on TikTok, Instagram and X.

### BrushFirst

Independent iOS app

Designed and built an iOS app that blocks selected apps until a guided two-minute brushing session is complete. Built in Swift and published on the App Store.

## Education & certifications

### École nationale supérieure d'art et de design de Casablanca

September 2019 to June 2021

DMAD DGD diploma: art history, design and layout fundamentals, art direction, web design

### Certifications

- Mobile UX Design: The Beginner's Guide
- Human-Computer Interaction: The Foundations of UX Design
- User Research - Methods and Best Practices
- Journey Mapping

## Skills

### UX & Product

User research, user interviews, UX audits, usability testing, heuristic evaluation, journey mapping, information architecture, wireframing, prototyping.

### UI & Design systems

Interface design, design systems, components, responsive design, interaction design, visual design, visual consistency.

### Tools

Figma, FigJam, Cursor, Claude Code, Codex, GitHub, Adobe Illustrator, Photoshop.

## Languages

### English

Advanced

### French

Professional proficiency

### Arabic

Native

## Interests

Artificial intelligence / Sport / Chess / Photography / Podcasts