



✦ Yazid Talbi

Product Designer

UI/UX Designer

With 7+ years in design, I specialize in crafting visual solutions that align with user needs. I bring proven expertise across Ticket Booking, Luxury, Consultancy, and SAP recruitment, with projects spanning brand identity to web applications.

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Casablanca Morocco

Experience

Product Designer | Onseek

May 2025 – Mar 2026

- Led the end-to-end UX design for Onseek, a marketplace where buyers requested products and sellers responded with proposals.
- Designed the full mobile app experience, including onboarding, request creation, proposal negotiation, inventory management, and contact-exchange flows.
- Built a complete design system and UI kit based on TailwindUI-inspired components, which created a cohesive and consistent visual identity.
- Produced user-journey maps, low to high-fidelity wireframes, and detailed flow diagrams to clarify complex interactions such as counters and deal confirmations.
- Added step-by-step validation, collapsible sections, dynamic role-based navigation, and well-structured empty states to improve usability.
- Prepared a comprehensive functional scope with screen behaviors, edge cases, and interaction rules to support engineering.
- Developed the brand's visual direction, color palette, UI language, and marketing visuals, for both product and landing-page use.

Web Designer | Allied Home Bedding

Nov 2024 – Apr 2025

- Redesigned the company's entire website with a minimal, clean, and modern visual direction that aligned with their brand identity.
- Simplified navigation and restructured content to create a smoother, more intuitive browsing experience for users.
- Optimized product presentation through clearer imagery placement, better spacing, and refined UI elements.
- Delivered a fully polished design system to support consistency across new pages and future updates.

Skills

Technical skills

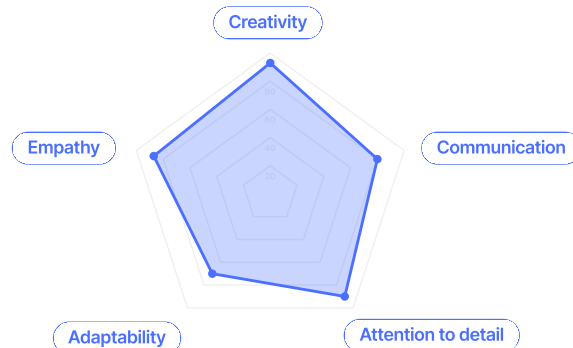
UX UI Agentic AI Prototyping

Design System Wireframing

Interaction design UX Strategy

User Flow User Research

Soft skills



Coding skills

HTML5 CSS3 JavaScript

Tools

Design



Figma



Adobe Xd



Adobe Illustrator

Experience

Experience

Web Designer | VisitFootball.com (CityTravel Group B.V.)

Apr 2024 - Oct 2024

- Study of the target audience and competitors for the Visitfootball website to identify key user needs.
- Creation of initial sketches and interface layouts using low-fidelity mockups.
- Modernization of the website using TailwindUI kit to ensure a cohesive and consistent look across all pages.
- Enhancement of user interactions, particularly for purchase processes (Buying football tickets, booking hotel & flights), by applying UX best practices.
- Redesign and overhaul of the admin dashboard using the Strapi design system.
- Design of social media ads using Canva to support the website's marketing efforts.

UI/UX Consultant | Arlibera

Sept 2023 - Mar 2024

- Projects achieved in the field of tech, crypto, consultancy, SaaS and CRM.
- Design Sprint and Agile methodology.
- UX research and competitive benchmarking.
- User tests and interviews.
- Creation of UX persona.
- Ergonomic audits focus on optimizing user journeys, enhancing performance, and reducing task complexity.
- UX and UI prototyping of software solutions within a design thinking cycle aimed for a perpetual innovation.
- Team co-design and brainstorming using collaborative design tools like FigJam and Miro.
- Design of UI kits on Adobe XD and Figma.
- Experience map, flow chart and user story.

Product Designer | Zemium

Feb 2023 - Jul 2023

- Creation of User interface (UI) design.
- Ergonomic development of the user experience (UX).
- Optimization of interface ergonomics for responsive and seamless navigation.
- Competitive analysis to identify best practices.
- Creation of Personas for personalized user experience.
- Creation of detailed wireframes for interface structure.
- Development of brand identity (logo, logotype, color guide, iconography, photography).

Tools

Design



Adobe
Photoshop



Miro



Notion

Management



Slack



Jira



Trello



ClickUp



Google
Workspace

Languages



Interests



Experience

UI/UX Designer | Solarix

Oct 2022 - Feb 2023

- Collaborative brainstorming sessions with developers using FigJam.
- Competitive study in the renewable energy sector and analysis of the strategies and performance of the main market players.
- Creation of low-fidelity website prototypes.
- Development of a Design System to ensure visual consistency across the website.
- Creation of the primary user interface (UI).

Product Designer | suggestome

Oct 2021 - Jul 2022

- Development of the primary visual identity for the brand, encompassing the creation of the logo, logotype, and color guide.
- Creation of Personas to gain deeper insights into user needs.
- Design of low-fidelity wireframes (Lo-Fi).
- Transition of the project from Adobe XD to Figma.
- Conduct of A/B Testing as part of UX and User Research to assess crucial features within a small user base.

UI/UX Designer | Affable

Apr 2021 - Sept 2021

- Creation of landing page and illustrations.
- Establishment of the User Flow and User Journey for the application.
- Creation of the general interface of the application (Customer area and administrator area).

UI Designer | Apoxer

Feb 2021 - Mar 2021

- User interface design (UI).
- Collaboration with the development team to translate design concepts into code.
- Conduction of user testing to gather feedback and continually improve designs.

Graphic Designer and Developer | Crm

Dec 2020 - Jan 2021

- Creation of 2D animations and the brand's promotional video.
- Creation of graphic assets for social networks.
- Creation of landing page and funnel page.
- Creation of the main graphic charter.
- Coding of the main page in HTML, CSS (Tailwind) and Javascript.

About me

“

I started my graphic design journey in 2006 using Photoshop 7.0 and Gimp on Windows XP. At that time, I was designing themes and banners for RPG anime forums in PHPBB.

After carrying out the web design of a site for one of my contacts, I received very positive feedback which encouraged me to continue on this path. This made me seriously consider a career in this field. Since then, I have gained solid experience by taking charge of numerous projects, which marked the beginning of my professional career.

What I'm most passionate about is leaving a meaningful impact in everyday people's lives through design.”

Experience

Graphic designer (Intern) | ArwaPub

Dec 2018 - Nov 2020

- Creation of posters, flyers, promotional banners, as well as other graphic and visual supports for various communication and promotion needs.
- Creation of logos and graphic elements for social networks.
- Image editing and color correction using Photoshop.
- Assistance in creating visual presentations for meetings or events in PowerPoint.
- Collaboration with other team members to develop design concepts.
- Learning and using graphic design software such as Adobe Photoshop and Illustrator.
- Reception and integration of comments from supervisors to improve work.
- Contribution to specific projects of the design team according to the needs of the company.

Education

Master Information Systems

SUPMTI, Meknes - 2020

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