

**Abdelilah
Driouch**
Product Designer

portfolio <https://abdel.design> e-mail abdelilah.driouch@gmail.com phone +971 54 391 5351

Experience

Full-time Product Designer
**Ministry of Human Resources
and Emiratization**

Dubai, UAE
October 2016 – December 2020

Leading the mobile design team at MOHRE. Responsible for the visual design of three major releases and involved in various MOHRE products like Absher, Tawteen, G2E and G2G.

Contract UX Designer
Footigo

Casablanca, Morocco
March 2016 – November 2017

Building Footigo app from scratch. Conducting user research, designing the MVP web app, iOS and Android app. EUR 250'000 seed funding was raised and within six months 100K users downloaded the app.

Contract UX Designer
Veylinx

Amsterdam, Remote
June 2016 – June 2017

Designing a new branding, user experience and visual design for Veylinx B2B and B2C solutions. Working with engineers to code the front end and involved in several marketing campaigns.

Co-Founder & Designer
Jedy

Marrakesh, Morocco
December 2015

Creating the product concept and recruiting cofounders, conducting user research and consolidating research finding. Defining the scope and navigational flow of the app. Responsible for the visual design of the app.

Contract UI/UX Designer
Linkrey Events

Marrakesh, Morocco
January 2015 – January 2016

Designing the app for Android and iOS, a landing page and back-end dashboard. Creating an architecture schema and content strategy and designing sketches, flowcharts, wireframes and mockups.

Education

Institut Spécialisé de Gestion et d'Informatique Marrakech
Specialized Technician in Graphic Design

Marrakesh, Morocco
August 2012 – August 2014

Interaction Design Foundation
Mobile User Experience (UX) Design
UI Design Patterns for Successful Software
User Research – Methods and Best Practices
UX Management: Strategy and Tactics

February 2020 – September 2020

Skills

Sketch	Adobe XD	Webflow	HTML
Figma	Photoshop	Abstract	CSS
Zeplin	Illustrator	Invision	Python
Principle	After Effects		

If you use a different design tool that works well in your workflow, I would be happy to learn it.