



CHERKI BELFILLAHIA

UX/UI DESIGNER

www.cbelf.com

CONTACT

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Casablanca, Morocco

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PROFILE

I am a UX designer imbuing empathy and perspective through experience and interaction design. I bring an engineering perspective and creative problem-solving approach to create and improve products people love to use. Persistence, curiosity, and obsessive attention to detail define me. With a background in Operations Management, and IT as a digital designer, WordPress responsive websites maker, and digital marketer.

TECH SKILLS

- Design thinking
- Figma & Adobe XD
- Wireframing & prototyping
- Empathizing: Empathy maps, personas, user stories, and user journey maps.
- Crazy eight, HMW, Competitive audits
- Usability studies
- Photoshop & Adobe Illustrator
- HTML & CSS
- Wordpress

ACHIEVEMENTS

DEDICATED APPS DESIGN

Performed brainstorming, sketching, and conducted primary and secondary research, and created personas, user flows, competitive audits scenarios, and wireframes. Created low and High-fidelity designs and prototypes, Conducted usability studies to test the final product.

RESPONSIVE WEBSITES DESIGN

Performed interface design, interaction design, information design, and motion design. Created numerous prototypes of varying fidelity to test assumptions and concepts.

DESIGN & BUILD RESPONSIVE WEBSITES

Developed Landing pages, Portfolios, and Responsive website functionalities and features.

Addressed any design issues that arose.

Refined and updated website functionalities and templates with CSS & HTML.

LANGUAGES

Arabic

English

French

EDUCATION

UNIVERSITY OF LORRAINE // 2014 - 2015

Master - Supply Chain Management

ROYAL NAVAL SCHOOL // 2002 - 2007

Engineer degree - Operations Management

CERTIFICATIONS



PMP® - Project Management Professional



Google - UX Design Professional - 2022



Create High-Fidelity Designs and Prototypes in Figma - 2022



Responsive Web Design in Adobe XD - 2022



FreeCodeCamp - Responsive Web Design - 2021



Synchflows- 2014



Value analysis- 2015



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SOFT SKILLS

- Client interviewing
- Requirement gathering
- Problem-solving
- Analytical thinking
- Attention to detail
- Communication & presentation skills
- Project management
- Social media marketing
- Team player
- Ability to work independently
- Adaptability to work in predictive & agile ENV
- Flexibility.

EXPERIENCE

UX DESIGNER CONSULTANT // Jan 2023 - Present

Independent

- Conducted user research to understand my client's unique needs and goals, and work collaboratively with their teams to craft solutions that are not only visually appealing but also intuitive, efficient, and accessible to diverse audiences.
- Created wireframes, prototypes, and high-fidelity designs in Figma and Adobe XD, and conducted usability testing to evaluate the effectiveness of the solutions.
- Collaborated with cross-functional team to ensure the solutions were aligned with the business goals and provided consulting services to clients on user experience and User Interface design, strategy, and implementation.

UX / UI DESIGNER // Dec 2021 - Dec 2022

Google

- UX Designer, designing responsive websites and end-to-end dedicated applications. As part of a Google User Experience Professional Certificate. I have completed three projects. 3 responsive websites and 1 dedicated app.

WORDPRESS WEBSITE CREATION // Apr 2018 - Nov 2021

RBE-Riba Business Engineering

- Performed interface design, information design, and motion design. Created numerous prototypes and brought them to life across websites.
- Developed Landing pages, Portfolios, and Responsive website functionalities and features. Addressed any design issues that arose. Refined and updated website functionalities and templates with CSS & HTML.



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EXPERIENCE

SUPPLY CHAIN MANAGER // Feb 2015 - Mar 2018

SRI- Industrial Solutions And Achievements

- Managed several projects in Industry and Mining, separately and in parallel, the objective of these projects is to equip different types of engines with an automatic lubrication system, to increase the life cycle of these engines, reduce grease consumption and reduce costs.
- Coordinating the various activities: forecasting, procurement, monitoring of operations during the installation of equipment, and customer relationship management.
- Projects carried out: OCP, CATERPILLAR, DEM, HYUNDAI, MINES, and QUARRIES.

OPERATIONS COORDINATOR OFFICER // Jul 2007 - Jan 2015

Moroccan Royal Navy

- Designing and conducting maritime operations with various foreign navies for the purpose of peacekeeping as an officer on board and captain of a warship.
- Closely leading teams in recommending actions, scheduling and planning military operations, and managing different operations at sea and in central operations.