



AMINE KREFA

Senior Product Designer – UX/UI

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Dynamic Product Designer with over 8 years of experience in creating user-centered digital solutions that enhance interaction and engagement. My expertise in Figma and the Adobe Creative Suite allows me to develop high-fidelity prototypes and intuitive user interfaces across web and mobile platforms. Proficient in conducting in-depth user research and benchmarking to inform design decisions and ensure alignment with user needs. A strong collaborative spirit fosters effective communication with stakeholders and developers, creating a cohesive project environment. Committed to providing innovative design solutions that elevate the user experience and drive project success.

PROFESSIONAL EXPERIENCE

Senior Product Designer | ONISEP (Avenir(s) Project)

August 2022 – February 2026

Approach: Designing the orientation of tomorrow. At the heart of the strategic "Avenir(s)" project, I worked to ensure that every student and member of the educational team had access to an inclusive, clear, and inspiring digital tool. My role was to transform a complex public service mission into a fluid user experience centered on empowerment and guidance.

Key Expertise & Achievements:

- **Design Strategy & Collaborative Scoping:** Led the discovery phase in close collaboration with Product Owners. Organized and facilitated scoping workshops with stakeholders to align business objectives with the realities of the educational field, ensuring a coherent and shared product vision.
- **User Research & Iterative Evaluation:** Developed and implemented rigorous research protocols (individual interviews, usability tests). Established a culture of iteration where every user feedback is analyzed and transformed into functional improvements, ensuring the perfect fit between the tool and its users.
- **System Design & State Design System (DSFR):** Designed high-fidelity prototypes in Figma, strictly applying the French State Design System (DSFR). Ensured digital accessibility and visual consistency across the platform while creating specific and intuitive journeys for diverse audiences (students, teachers, counselors).
- **Information Architecture & User Flows:** Modeled complex user journeys for the platform's various tools. Focused on simplifying access to orientation information, reducing anxiety related to future choices through clear and reassuring navigation.

- **Technical Synergy & Delivery:** Served as the pivot between design and production, ensuring continuous coordination with development teams. Daily follow-up allowed for adapting deliverables to technical constraints without sacrificing the quality of the final user experience.

Confirmed Product Designer | EBP Informatique (Accounting & Management Software)

March 2021 – March 2022

Approach: Redefining the accounting experience by placing the human at the center of complex systems. My role consisted of transforming dense business flows into intuitive interfaces while ensuring visual and technical consistency at scale.

- **Key Expertise & Achievements:**

- **Design System Strategy & Interface Overhaul:** Led the global redesign of the EBP ecosystem (Web & Desktop). Designed and maintained a robust Design System in Figma, built around Material Design and Ant Design standards, ensuring scalability and visual coherence across all accounting modules.
- **Facilitation & User-Centric Co-design:** Supported change through the facilitation of co-ideation workshops with end customers. Utilized collective intelligence to transform complex pain points into functional solutions, strengthening engagement and product adoption.
- **User Research & Strategic Benchmarking:** Explored and defined new features through a rigorous research approach: market benchmarks, UX recommendations based on real needs, and definition of optimized user journeys for financial management.
- **High-Fidelity Prototyping & Validation:** Designed advanced interactive prototypes in Figma. Conducted user test cycles and individual interviews to validate design hypotheses with the end client, reducing cognitive friction and ensuring immediate adoption.
- **Strategic Alignment & Team Synergy:** Acted as the conductor between product vision and technical feasibility. Facilitated restitution and handoff workshops with Product Owners (PO), Product Managers (PM), and development teams to guarantee implementation faithful to UX quality standards.

UX/UI Design Consultant (Inetum) | Ministry of Justice (Family Law Management Application)

July 2019 – January 2021

Approach: Humanizing access to law through design. My mission consisted of simplifying complex administrative and judicial pathways (divorce, child custody) to transform them into fluid, transparent, and reassuring experiences for both agents and citizens.

- **Key Expertise & Achievements:**

- **Interface Design & Institutional Accessibility:** Led the complete redesign of the web application via Adobe XD. Deployed a rigorous interface based on Material Design principles, guaranteeing maximum visual clarity and reducing cognitive load for users dealing with high-emotion cases.
- **Project Facilitation & Mediation (Ideation Workshops):** Orchestrated collaborative ideation workshops to converge user needs with legal constraints. Translated dense legal procedures into intuitive interface solutions, placing the human at the center of product reflection.
- **Functional Prototyping & User Journeys:** Designed high-fidelity interactive prototypes to model complex business flows. Tested and validated navigation logic prior to development, ensuring perfect data integrity and immediate understanding of family file management steps.
- **Strategic Restitution & Stakeholder Alignment:** Facilitated restitution sessions for Ministry of Justice authorities. Presented UX/UI choices, popularized design system concepts, and advocated for a user experience aligned with public service values: equity, accessibility, and efficiency.

UX Designer (HMI Specialist) | Renault Group

July 2017 – July 2019

Approach: Redefining the driving experience through digital innovation. Within the Design department, I worked on the subtle balance between cutting-edge technology and road safety by optimizing critical interactions between the driver and the vehicle.

Key Expertise & Achievements:

- **Driving Interface Design (HMI):** Led the redesign of dashboard interfaces (Y0 and Cluster) via Illustrator and Adobe XD. Focused on immediate readability and prioritization of information in driving situations.
- **Advanced & High-Fidelity Prototyping:** Designed complex prototypes in Axure RP Pro, integrating JavaScript/HTML/CSS scripts to faithfully simulate software behavior for future Renault driving modes.
- **User Research & Continuous Iteration:** Implemented an agile user testing cycle (every 2 to 3 weeks). Collected and analyzed feedback, transforming it into concrete improvements to maximize cognitive ergonomics.

UX Designer | Dassault Systèmes (R&D Delmia)

February 2016 – August 2016

Approach: Simplifying complex engineering. In a demanding industrial context (Renault & BMW clients), my mission was to transform massive data management processes into a fluid and high-performing web application.

Key Expertise & Achievements:

- **Research Strategy & Benchmarking:** Conducted in-depth comparative analysis and user research to identify friction points in large-scale automotive part grouping.
- **Information Architecture & Wireframing:** Created intuitive navigation structures via Balsamiq and Pencil, followed by interactive prototyping in Axure (JS/HTML integration) to validate business flows.
- **Design Thinking & Visual Conception:** Applied UX Thinking methods to achieve a final interface (Photoshop, Illustrator) reconciling modern aesthetics with operational efficiency.

UI/UX Designer (Internship) | Trois Primes (HealthTech)

June 2015 – August 2015

Approach: Putting design at the service of health. Designed precise digital tools for professionals in the ophthalmology and pharmaceutical sectors.

Key Expertise & Achievements:

- **iOS Interface Design (iPad):** Created touch interfaces dedicated to practitioners, strictly respecting Apple's Human Interface Guidelines (HIG) to guarantee a fluid and native user experience.
- **Ergonomic Audit & Quality:** Conducted ergonomic reviews to optimize user comfort in medical environments and performed comparative analysis of existing connected health solutions.

EARLY CAREER EXPERIENCE

UI Designer | AKWAS Creation (2013):

Designed web interfaces based on the 960 grid system, ensuring a harmonious visual structure and optimal technical adaptability.

Graphic Designer / Web Designer | OPTMIZCOM (2012-2013):

Created multi-support visual identities (Print & Web). Mastered the graphic chain using InDesign for institutional communication materials.

UI Designer / Integrator | SYNCHRONISM (2012):

Bridged design and technical execution: sliced interfaces in Fireworks and performed web integration via Dreamweaver, ensuring visual fidelity from mockup to code.

EDUCATION

Master's in UX Design – University of Technology of Compiègne, 2017

Professional License in Graphic Design and Visual Communication – University of Technology of Casablanca, 2014

Associate Degree (Bac +2) in Multimedia – Bigsoft Multimedia School, Rabat, 2012

SKILLS

- **Software:** Figma | Adobe XD | Adobe Illustrator | Adobe Photoshop | InDesign | After Effects | Premiere | Axure RP | Sketch | Balsamiq Mockup | Omnigraffle | InVision | Flinto | Principle
- **Methodologies:** UX Research | User Testing | Wireframing | Prototyping | Design Thinking | Design Sprint | Design System | Agile | Ergonomics | Benchmarking | Data Visualization | HTML/CSS | Material Design

LANGUAGES

- **Arabic:** Native
- **French:** Native
- **English:** Advanced
- **German:** Beginner (Basic