

AMINE KREFA

SENIOR PRODUCT DESIGNER / LEAD UX-UI — DESIGN SYSTEMS, USER RESEARCH & COMPLEX PRODUCTS

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Availability: immediate — permanent, fixed-term or freelance — Île-de-France, hybrid or fully remote

PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience on complex digital products: national public-service platforms (ONISEP), B2B business-management software (EBP), government applications (French Ministry of Justice), industrial and embedded systems (Dassault Systèmes, Renault). I build design systems that hold up at scale, run user research end to end, and measure what I ship. On my most recent project: **SUS score raised from 48 to 86/100 in three iterations, key-journey completion up from 38% to 79% (+41 pts), -73% time spent searching for information, and 100% of applicable RGAA accessibility criteria met.**

SKILLS & TOOLS

Product & UX Design: Product Design | UX Design | UI Design | Design leadership | End-to-end design ownership | Discovery & framing | Information architecture | User flows | Interaction design | Wireframing | High-fidelity prototyping | Data-heavy interfaces (dashboards, tables, data visualisation) | Responsive & mobile | HMI

Design Systems & Standards: Design system creation, maintenance & governance | Design tokens | Component libraries | Reusable patterns | Systems thinking | DSFR (French State Design System) | Material Design | Ant Design | RGAA | WCAG | Digital accessibility

UX Research: Semi-structured & in-depth interviews | Usability testing | Quantitative surveys & stratified sampling | Contextual inquiry / field observation | Card sorting | Affinity mapping | Support-ticket analysis | SUS scoring | Benchmarking & competitive analysis | Participant recruitment

Tools: Figma (expert) | Adobe XD | Axure RP Pro | Sketch | InVision | Balsamiq | Illustrator | Photoshop | InDesign | After Effects | Notion | Jira

Methods & Collaboration: Agile / Scrum | Design Thinking | Design Sprint | Workshop facilitation (framing, ideation, co-design) | Design reviews | Developer handoff | Specs & user stories | Compliance QA | Stakeholder management | HTML/CSS (working knowledge)

PROFESSIONAL EXPERIENCE

Senior Product Designer | ONISEP — Avenir(s) Programme

August 2022 – February 2026 · Île-de-France, France

National digital career-guidance platform — students, teachers and careers counsellors

- Measured impact:** SUS score raised from 48 to 86/100 over three iterations, completion of the student guidance assessment up from 38% to 79% (+41 pts), and time needed to spot struggling students cut by 73%.
- Large-scale mixed-methods research:** 15 semi-structured interviews (students, form teachers and school psychologists across 3 regional education authorities; five-part discussion guide, verbatims coded through affinity mapping), 1,200 responses to a survey stratified by authority and academic track (±2.8% margin of error at 95% confidence), and 6 contextual-inquiry field observations.
- Quantified diagnosis of the existing product:** 62% drop-off before the third screen, 1.4 sessions per student per term, 71% of form teachers keeping a parallel spreadsheet — friction points addressed as priorities in the redesign.
- Design system & DSFR:** architecture and high-fidelity prototypes in Figma applying the French State Design System (DSFR) strictly, with 100% of applicable RGAA criteria met across the 7 screens audited.
- Collaborative framing:** led the discovery phase with Product Owners and facilitated stakeholder workshops to align business objectives with the realities of the classroom.
- Delivery & engineering synergy:** continuous coordination with development teams, adapting deliverables to technical constraints without compromising experience quality.

Product Designer (mid-senior) | EBP Informatique

March 2021 – March 2022 · Rambouillet (78), France

Accounting, business-management and finance software vendor — B2B, Web & Desktop

- Design system at scale:** designed and maintained a robust design system in Figma (Material Design and Ant Design standards), ensuring scalability and visual consistency across every Web & Desktop module consumed by multiple teams.
- Complete research protocol:** 12 in-depth interviews (60 min), 5 contextual immersions inside accounting firms (observation at the real workstation), 9 card-sorting sessions to validate the information architecture, and analysis of 18 months of support tickets as quantitative signals.
- Rigorous recruitment:** 3 distinct user segments (accounting firms, small businesses with low accounting literacy, churned users), with known biases excluded.
- Dense, data-heavy interfaces:** redesign of financial-management screens saturated with data (tables, multi-criteria data entry, accounting statements) for expert users.
- Led the **end-to-end redesign of the product ecosystem**, from framing to handoff, including readout workshops with POs, PMs and engineering teams.

UX/UI Design Consultant (via Inetum) | French Ministry of Justice

July 2019 – January 2021 · Paris, France

Family-law case-management application — government environment

- Led the **complete redesign of a business-critical web application** in Adobe XD, on emotionally sensitive cases (divorce, child custody), reducing cognitive load for case officers.
- Translated dense legal procedures into intuitive journeys for case officers and citizens, running ideation workshops that brought user needs and legal constraints together.
- **Strategic readouts to Ministry governance bodies:** reasoned presentation of UX/UI decisions and plain-language explanation of design-system concepts to non-designer decision-makers.

UX Designer (HMI Specialist) | Renault Group

July 2017 – July 2019 · Guyancourt (78), France

Design Department — in-vehicle embedded interfaces

- **Redesigned instrument-cluster interfaces** (YO & Cluster) in Illustrator and Adobe XD: immediate legibility and information hierarchy while driving, under road-safety constraints.
- **Advanced prototyping in Axure RP Pro** with JavaScript/HTML/CSS scripts to faithfully simulate the software behaviour of upcoming driving modes.
- **Agile user-testing cycle every 2 to 3 weeks:** collecting, analysing and systematically turning feedback into cognitive-ergonomics improvements.

UX Designer | Dassault Systèmes (Delmia R&D)

February 2016 – August 2016 · Vélizy (78), France

Industrial web application — end clients Renault & BMW

- Designed a web application for **large-scale automotive part grouping**: turning massive data-management processes into a fluid, high-performance interface.
- User research and in-depth benchmarking at industrial data volumes, then information architecture, wireframing and interactive prototyping in Axure (JS/HTML integration) to validate business flows.

Early career

2012 – 2015

- **UI/UX Designer (internship) — Trois Primes (HealthTech), 2015:** iOS/iPad interfaces for ophthalmology practitioners, following Apple's Human Interface Guidelines; ergonomic reviews and comparative analysis of connected-health solutions.
- **UI Designer & Graphic Designer — AKWAS Creation, OPTIMIZCOM, SYNCHRONISM, 2012–2013:** web interfaces on the 960 grid system, Print & Web visual identities in InDesign, slicing and web integration.

EDUCATION

- **Master's degree in UX Design** — Université de Technologie de Compiègne (UTC), France, 2017
- **Bachelor's degree in Graphic Design & Visual Communication** (Licence Professionnelle) — Université de Technologie de Casablanca, Morocco, 2014
- **Higher National Diploma in Multimedia** (BTS Multimédia) — Bigsoft Multimedia School, Rabat, Morocco, 2012

LANGUAGES & INDUSTRIES

Languages: French (native) | Arabic (native) | English (advanced, professional context) | German (basic)

Industries: Public sector & government | B2B SaaS | Business-management & finance software | Industry & energy | Automotive & mobility | HealthTech | Education