



## Khalil BICHRI

### CONTACT ME

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- www.bichri.ma

### PERSONAL INFORMATIONS

- Casablanca
- Married
- Date of birth: 1985

### OVERVIEW OF SKILLS

- Workshops facilitation
- Users and stakeholders interviews
- gathering requirements and constraints
- Personas Identification
- Gathering Feedback & usability testing
- Prototyping / Wireframing
- Live design
- Branding
- Accessibility & eco-design
- Agile Methodologies
- Information Architecture
- HTML/CSS

### LANGUAGES

- Arabic - Mother Tongue
- English - Good (Level C1)
- French - professional use (Level B1)
- Spanish - beginner (Level A1)

# UX/UI DESIGNER

## 10 years of professional experience

**availability: with prior notice**

I have over 10 years of experience in creating user experiences.

I have a skill set in design strategy, user research, information architecture and content strategy, user interface design and usability testing.

### MY ACADEMIC BACKGROUND

Diploma in IT management

Private institute of business and management "IPAG" | Sep 2006 - déc 2008

Diploma in Art, Graphic Design

Private institute "La Vision" - Casablanca | Sep 2008 - Juil 2010

Bachelor level, option « experimental science »

High school Ibnou mandour - Sidi Bernoussi | Sep 2005 - Juil 2006

### TRAININGS AND CERTIFICATIONS

Enterprise Design Thinking Practitioner

Issued by IBM | Sept 2021



Responsible Digital Knowledge Certificate

Issued by Capgemini | Dec 2022



CEFR B2 English Score Core Skills Test

Issued by British Council | Jan 2022

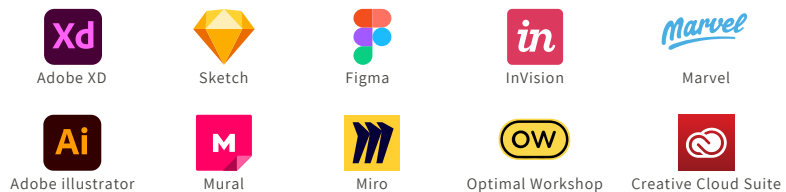


EF English Live 12-Upper Intermediate Completion Test

Issued by British Council | Jan 2022



### THE TOOLS THAT I MASTER



### AN IDEA ON WHAT I CAN DO

- Contribute to the entire design process, from ideation to market, by validating and creating highly scalable solutions that enable positive user experiences and measurable business growth;
- Communicate closely with stakeholders to understand their business goals and objectives;
- Quickly prototype and test new ideas, concepts and designs;
- Work closely with Product Managers to translate needs and ideas into functional designs and usable UserStories;
- Work with the methodologies and frameworks defined in the innovation process, adhering to best practices and pursuing continuous improvement
- Actively contribute to team rituals such as planning meetings, stand-ups and retrospectives;

## UX/UI Designer

Capgemini, Casablanca |  
Nov 2017 until now



- Animation of co-design workshops, user tests, observations and interviews to identify and refine user needs
- planning, preparation and animation of interviews, tests and user workshops.
- the analysis of user feedback and its materialization in user journeys, user stories, user flow, etc. to ensure that user needs are defined, clear and known to all.
- participation in the functional breakdown with the Product Manager and the Product Owner, ensuring user value.
- making the design adapted to the initial requirements and the needs of the users, and the planning of the functional, design and technical reviews with the various parties concerned.
- working closely with the Dev team to ensure the good quality of what is delivered.
- creation of in-app guides to announce and support users in discovering the feature.



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## Senior Webdesigner

SIWAY, Casablanca |  
Dec 2011 until Nov 2017



- Design of interactive eBooks for children eMADRASSA - INWI
- Website redesign for the 1st voluntary chain of independent hotel restaurateurs in Europe (Logishotels.fr)
- Website design of the Al Maaden Golf Resort & Al Maaden sites, the 1st real estate and tourism group in Morocco "Alliances" (www.golfalmaaden.com) & (www.almaaden.com)
- Redesign of the Morocco Mall website (2016 version)
- Branding, prototyping, development monitoring

## Webdesigner

Action Plus Web, Casablanca |  
Mai 2011 until Sep 2011



- Graphic redesign of the company's website, various printing works (catalogues, business cards, flyers, etc.)

## Graphiste Web & Print

Bishops Solutions, Casablanca |  
Avril 2011 until Mai 2011



- Graphic redesign of the company's website, various printing works (catalogues, business cards, flyers, etc.)

## Graphiste Web & Print

Edicom, Casablanca |  
August 2010 until Mars 2011



- Design of advertising inserts for the yellow pages directory of Morocco "Télécontact", and the directory of Moroccan professionals "KOMPASS"