YACINE BENZERROUG Senior Product Designer

CONTACT

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PROFILE

Senior Product Designer with 15+ years of experience building digital products for companies across EMEA. With a front-end background, I work with product and engineering teams from strategy to code.

EXPERIENCE

Lead Product Designer, Stitch Algeria

Dec 2025 – Feb 2026 · Algiers, Algeria

B2B and B2C platform for apparel customization, ordering, production, and delivery.

- Ran research with operations and account teams, turning business needs into service blueprints and specs
- Designed the client ordering experience, plus internal admin and operations dashboards
- Built a token-based design system with reusable components and documentation
- Built interactive, AI-generated prototypes with Google Stitch and AI Studio to test flows earlier and shorten iteration cycles

Lead Product Designer, Brixio

Dec 2021 – May 2024 · Dubai, UAE · Remote

UAE IT services company delivering digital products for clients including Dubai Government, Al Mawashi Group, and Emirates Driving Institute.

- Ran co-creation workshops with clients to validate product direction
- Designed web and mobile apps across edtech, fintech, and retail, adapting to each sector's constraints
- Translated designs into front-end code, including bilingual Arabic/English RTL layouts
- Worked with distributed engineering teams from implementation to delivery

Head of Design, Temtem One

Oct 2019 – Dec 2021 · Algiers, Algeria

Super app covering mobility, e-commerce, and money transfers.

- Built the product design function from the ground up and hired the team behind it
- Led UX strategy and established a data-informed research practice
- Managed and mentored three designers, planning and allocating design work across sprints
- Turned product requirements into wireframes and specs for the team
- Designed critical features hands-on, including the wallet and order flows, and ran design QA

UI Developer, LegalPlace

Oct 2017 – Oct 2019 · Paris, France · Remote

Legal tech SaaS platform for business creation and legal documentation. Joined the development team to handle front-end implementation and interaction design.

- Developed and maintained a modular CSS/SCSS design system based on SMACSS principles
- A/B tested key flows with Hotjar and Mixpanel to identify friction points and lift engagement
- Improved cross-browser compatibility and front-end performance across the platform

EARLIER CAREER

Senior UI Designer, TBWA/DJAZ

May 2016 – Oct 2017 · Algiers, Algeria

Delivered corporate and marketing websites for regional clients including Faderco, Cevital, and OXXO.

UI Designer, Net Outsourcing

Oct 2013 – Jun 2016 · Paris, France · Remote

Designed a modular hotel ecosystem for Al Habtoor Group in Dubai, covering the guest web platform, arrival apps, in-room tablet app, lobby interface, and staff task management.

UI Designer, Aventique

Oct 2011 – Nov 2013 · Paris, France · Remote

Designed and built high-traffic websites and apps for agency clients, with a focus on responsiveness and performance.

Web Designer, Emploitic

Jan 2009 – Oct 2011 · Algiers, Algeria

Redesigned the core job board experience and produced digital assets supporting marketing campaigns.

SELECTED AI WORK

Multi-agent system, Claude Code

Designed and built an agentic workspace to create and run my projects end to end. Each project keeps its brief, roadmap and decisions, while AI agents track and log the work and run scheduled tasks across Gmail, Calendar, Notion and Figma via MCP. I stay in control through human-in-the-loop review, shared rules and memory. A hands-on testbed for agentic UX: trust, autonomy, and knowing when an agent should ask.

SKILLS

User Experience User Research, Journey Mapping, Information Architecture, Wireframing & Prototyping, Usability Testing, Data-Informed Design

Interface Design UI Design, Interaction Design, Design Systems, Design Tokens, Accessibility (WCAG), Arabic/English RTL

Product Domains SaaS, Fintech, E-commerce, Mobility, Legal Tech, Edtech, Enterprise & Data-Heavy Interfaces

Front-End HTML, CSS, JavaScript, Responsive Design, Design QA

AI Agentic UX, Human-in-the-Loop Design, AI Prototyping, Design-to-Code with AI Agents, Prompt & Context Engineering, MCP Integrations

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TOOLS

Design Figma, FigJam, Sketch, Miro, Adobe Creative Cloud

AI Tools Claude, Claude Code, ChatGPT, Codex, Figma Make, Google Stitch, Google AI Studio

Development & Collaboration Git, VS Code, Jira, Notion, Slack, Obsidian

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LANGUAGES

Arabic (Native) · **French** (Fluent) · **English** (Full professional) · **Spanish** (A2)