# Ala Eddine Semassel

Passionate **Senior UX/UI Designer** with a strong software engineering background. Skilled in creating intuitive interfaces and seamless experiences through user research and iterative design. Proven ability to deliver user-centered products on time and within budget, driving improved user engagement and satisfaction

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## Experience

### Lead UX/UI Designer @ BIGMAMA TECHNOLOGY

March 2025 – Present | Full-time | On-site

- Designed and optimized user interfaces and experiences for AI-powered platforms, ensuring seamless user experiences.
- Conducted user research and usability testing to refine and enhance design decisions based on real user insights.
- Created and maintained a cohesive design system to ensure consistency across all digital products.
- Created wireframes, prototypes, and high-fidelity UI designs to translate complex requirements into intuitive interfaces.

### Senior UX/UI Designer @ Guiddini

October 2024 – March 2025 | Full-time | On-site

- Designed clear, structured user flows and detailed wireframes, mockups, and interactive prototypes to guide users through Fintech products effortlessly.
- Developed a comprehensive design system encompassing color palette, typography, and components to ensure consistency across all digital platforms.
- Conducting tests to ensure the products are intuitive and user-friendly, refining the design based on insights.
- Utilizing user insights and data to inform design decisions, ensuring a deep understanding of user needs and behavior.

### Senior UX/UI Designer @ Eventili

December 2024 – March 2025 | Full-time | On-site

- Designed and implemented user-centered interfaces for an innovative event management platform, streamlining ticket booking, event creation, and attendee management.
- Conducted in-depth user research and usability testing to ensure seamless experiences for event organizers and attendees, focusing on professional, business, and tech-related events.
- Developed wireframes, prototypes, and high-fidelity designs that contributed to a 30% increase in user engagement during beta testing.
- Designed a mobile-first experience with intuitive navigation, ensuring accessibility and responsiveness across all devices.

### Senior UX/UI Designer @ Efawtara

October 2024 – March 2025 | Full-time | On-site

- Developed wireframes, mockups, and design systems to create cohesive, user-friendly interfaces that enhance platform navigation and usability.
- Optimizing task flows and improving user engagement with intuitive design
- Improved platform accessibility by analyzing pain points and implementing design solutions aligned with user needs and experience goals.

## Skills

UX Design   UX research   UI Design   Wireframing   Usability Testing   Design Tools   Information Architect   Interaction Design   Prototyping   Mobile App dev

## Soft Skills

Presentation   Creativity   Problem-Solving   Empathy   Collaboration   Communication   Time Management   Critical Thinking   Teamwork

## Tools

Figma   Miro   FigJam   Notion   Google Analytics   HTML   Google form   CSS   Javascript   Git   Firebase   Flutter   Generative AI tools   Canva

## Languages

Arabic   English   French

## Education

### Master's degree @ university 20 august 1955

(2021 –2023)

Master's degree in Software engineering.

### Bachelor's degree @ university 20 august 1955

(2018 –2021)

Bachelor's degree in information systems and software engineering.

## Certifications

### Google UX Design Professional Certificate

June 2024 –August 2024

**Skills**: User Experience (UX) · Teamwork · Product Development · Design Sprints · UX Research · Prototyping · Usability Testing · User Journeys · wireframe · Figma (Software) · Empathy Mapping

## Social Media

in semassel-565220236   Alasemassel   alasem

### Senior UX/UI Designer – Event Organizer @ AFES 2025

October 2024 − March 2025 | Full-time | On-site

- Contributed as part of the organizing team for the Algeria Fintech & E-commerce Summit 2025.
- Designed event emails and redesigned the event website to enhance user experience and engagement.
- Managed the SANDBOX UX, an interactive space allowing attendees to explore, test, and provide feedback on e-payment solutions in a hands-on environment.

### Lead UX/UI Designer @ Rofoofee

August 2024 − October 2024 | Freelancer | Remote

- Lead the design process with a user-centric approach of a landing page & desktop app & Mobile app for an e-learning project for children. ensuring that all products and features align with customer-expected outcomes
- Developed a comprehensive design system encompassing color palette, typography, and components to ensure consistency across all digital platforms, resulting in a 20% increase in user engagement metrics.
- Developed detailed wireframes and interactive prototypes to streamline the page layout process, resulting in a 30% decrease in design iteration time.

### Co-Founder & Product Designer @ Signlingo App

January 2023 − October 2024 | Part-Time | Hybrid

- Revamped app and website interface to optimize user experience, resulting in a 40% reduction in bounce rate and a 50% increase in average session duration within the first month of implementation.
- Conducted thorough usability testing on app features, pinpointing key pain points and implementing strategic design changes resulting in a 25% reduction in onboarding time.
- Led the UX/UI design for interactive sign language learning modules, making sign language more accessible and contributing to a 50% growth in user sign-ups within six months.

### Co-Founder & Product Designer @ HexaFlex development

December 2022 − October 2024 | Full-Time | Hybrid

- Led the design and deployment of 5+ mobile applications for Android using Flutter. A 20% average user satisfaction was achieved through rigorous user experience (UX) testing and iterative design processes.
- Managed teams of 04 developers, resulting in a 40% increase in development efficiency.
- Led project planning, execution, and digital marketing, successfully launching 5+ mobile apps on time and within budget

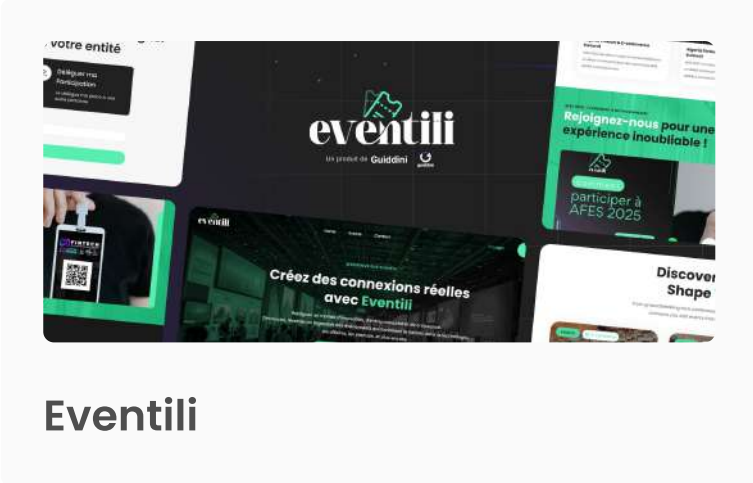### UX/UI Designer @ Freelancer

September 2021 − October 2024 | Part-Time | Remote

- Led UX/UI design projects for diverse clients, delivering intuitive web and mobile interfaces tailored to client specifications.
- Developed wireframes, prototypes, and high-fidelity designs using Figma, ensuring seamless collaboration with development teams.
- Managed multiple projects simultaneously, delivering high-quality design solutions on time and within budget constraints.
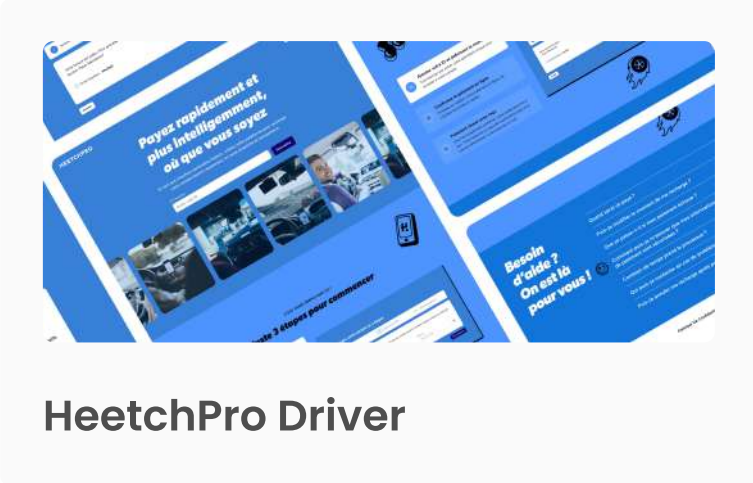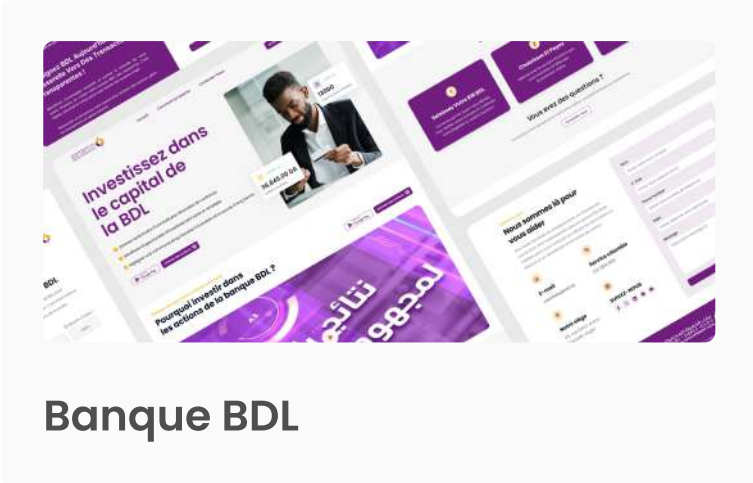
## Latest projects


eFawtara


Eventili
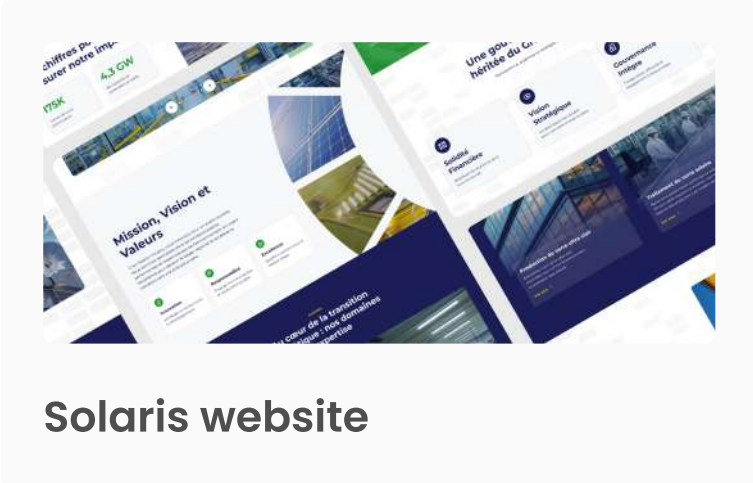

HeetchPro Driver


Banque BDL


Rofoofee Webapp


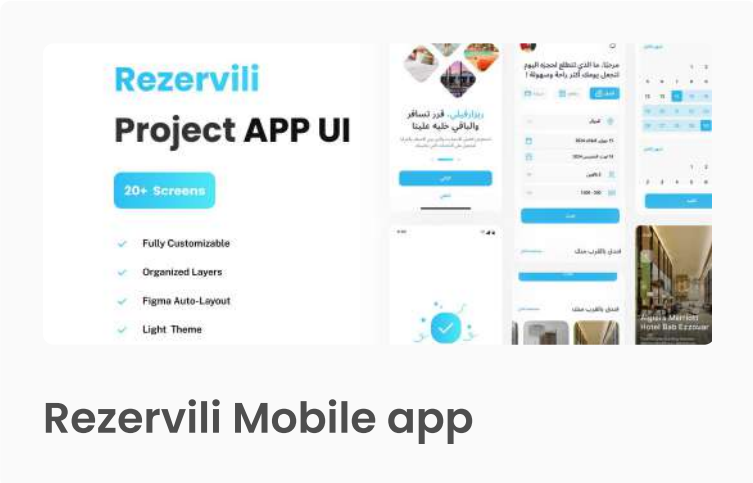Rofoofee Landing page


Algeria EcoSystem Network


Solaris website


Algeria fintech & ecommerce


Rofoofee Mobile app


Rezervili Mobile app


Fournili website