HIRECHE ISLEM
PRODUCT UI/UX DESIGNER

"Think eight hours, work two hours."– Mirko Ilic

t: +213 671 31 42 73
w: hislem.com
e: contact@hislem.com
a: Algiers, Algeria.

PROFESSIONAL EXPERIENCES

Head of design
Feb 2023 - Present

WeoneIT
Kouba Algiers, Algeria

• Leading the rebranding of the visual identity, including designing all graphic design supports such as logos, business cards, brochures, and social media content.
• Designing UI/UX solutions for multiple external client projects while ensuring alignment with the overall brand vision and business objectives.
• Collaborating with cross-functional teams, including product managers, developers, and stakeholders, to ensure that designs were delivered in a timely and high-quality manner.
• Reviewing and ensuring the quality of junior designers' work to maintain a high standard of design deliverables.

Product designer
Jan 2022 - Jan 2023

Legal Doctrine
Hydra Algeirs, Algeria

• Conducting user research to gain insights into users' needs and behaviors and incorporating those insights into the redesign of a legal doctrine platform.
• Creating a complex design system for the main product and developing detailed documentation to maintain consistency across all platforms.
• Leading the creation of internal projects to enhance and facilitate workflow processes across departments with CRM solutions that improved productivity and met the needs of various departments, including administration, commercial, and customer support.
• Ensuring the consistency of the brand identity across all digital products and platforms, refining the logo identity and design elements, and creating graphic design guidelines.

UI/UX and graphic designer
Oct 2020 - Dec 2021

KSM IT Consulting
Algiers, Algeria

My role was to design and develop visually appealing, user-friendly, and functional interfaces for the startup's digital products. My missions were to create engaging user experiences, translate product and business objectives into compelling visuals, and ensure brand identity and design consistency across all platforms. Also creating motion graphic designs and 2D animations.

UI/UX and graphic designer
2018.2019

Freelance
Remote

As a freelance UI/UX Designer, I craft functional, user-centered interfaces and take a personal interest in my clients' requests, ensuring delivery of high-quality work.
• Visual designs using Adobe Creative Suite

TOOLS

LANGUAGES

• **Arabic :** Native
• **English :** Advanced
• **French :** Intermediate

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Communication and IT manager · 2018.2019

Lompi group · **Batna, Algeria**

Responsible for managing an organization's communication and information technology needs.

• Provide guidance and support to staff and management on communication and IT-related matters.

• Develop websites for the company's sectors using the CMS (WordPress).

• As part of my role, I designed visual graphic designs (both digital and print) such as flyers, banners, social media posters, email templates, branding, and brand identities for different sectors of the company.

ADDITIONAL EXPERIENCES

Photography and Videography

• **MENAMUN (2019)** : provided media coverage as a photographer and videographer,and performed video editing for the "International Model United Nations of Middle East and North Africa" event.

• **FITUM (2015 / 2017)** : designed the event magazine, flyers, and posters, and provided media coverage as a photographer and videographer for the 16th and 17th editions of the "International University Theater Festival of Monastir, Tunis." Also, attended as decoration coordinator for the 17th edition.

• **FITUC (2017)** : participated in the 29th edition of the "International Festival of Casablanca University Theater, Morocco."

EDUCATION

Master's Degree · 2018-2019

Master's degree in computer systems engineering -University of Batna 2 Mustafa Ben Boulaid Algeria.

Bachelor's Degree · 2016-2017

Bachelor of Information Systems and Software Engineering -University of Batna 2, Mustafa Ben Boulaïd.

Baccalaureate's Degree · 2014

Baccalaurate in Mathematics

SKILLS

• Design Core Qualities
• Emergent leadership
• Adobe Creative Suite
• Prototyping
• Graphic design
• Interaction design
• 2D Motion design
• CMS websites develepement
• HTML/CSS/JS basics
• Photography
• Videography

Digital Business Card