Nabil Rochd

UX/UI Designer & Brand Designer

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I transform UX challenges into seamless digital experiences by creating strategic brand identities, optimizing user journeys through empathy, discovery and ideation, and delivering scalable Figma interfaces ready for developer handoff. From B2B SaaS products to consumer mobile apps, back-office platforms and government solutions, I manage the entire design process from discovery to pixel-perfect delivery. My success is ultimately measured by the satisfaction of the end user.

PROFESSIONAL EXPERIENCE

Senior consultant UX/UI DESIGNER | Talio (Casablanca - Remote) | Sept. 2026 – Ongoing

- PrediTwins : Full UX/UI redesign of a training load management platform for sports teams: a web app for strength and conditioning coaches (3D player digital twin, session simulation, reports, calendar) and a mobile app for players (action-oriented home screen, performance and recovery tracking, individual schedule).

UX/UI Designer | CID - Conseil Ingénierie et Développement (Casablanca - Hybrid) | Apr. 2026 – Jul. 2026

- Designed a predictive maintenance platform for the Hassan II Mosque Foundation, including its visual identity. The solution features a field application guiding engineers through AI-detected anomaly validation (photos, drones, thermal imaging), a decision-making dashboard organized by area and severity, and an interactive 3D view of the complex to instantly locate each issue.

UX/UI Designer | Algo Consulting Group (Rabat - Remote) | Jun. 2022 – Oct. 2025

- AMOSYS - Designed a landing page and customer portal allowing policyholders to review their coverage, simulate warranty extensions and report insurance claims online.
- MOD (Ministry of Defense) Saudi Arabia - Designed the UX/UI of the Manasik Al Hajj ecosystem, including a pilgrim mobile application combining spiritual guidance and logistics, connected in real time to a supervision back-office for the Ministry of Defense.
- ONSSA - Designed the visual identity and mobile/web application for phytosanitary monitoring, featuring a real-time notification system and field reporting synchronized with the back-office.
- QUOTELO - Designed a unified web platform for booking seminars, meetings and events, including real-time availability management and a centralized monitoring dashboard.

UX/UI Designer | Queto (Casablanca - Hybrid) | Oct. 2021 – May 2022

- M72 : Designed a mobile application combining performance tracking, service booking and biometric data from a connected fitness center. The experience adapts to each user profile through personalized onboarding, providing a simplified dashboard for beginners and advanced analytics for experienced athletes, with automatic synchronization of wearable devices.

Web Designer | Mosaik Communication (Casablanca - On-site | Jan. 2020– Oct. 2021

- Designed digital and graphic assets for Orange, including advertising banners, website mockups, animated GIFs and motion graphics for social media.

Web/Print Designer | Tribal DDB (Casablanca - On-site) | Jan. 2016 – Mar. 2018

- Created art direction and digital campaigns for international and local brands including Volkswagen, Royal Air Maroc, SEAT, Maybelline, CIH Bank and Ibis Hotels, producing billboards, web banners and social media content.

Web Designer | Fusion Digital Agency (Casablanca - On-site) | Jan. 2015 – Jan. 2016

- Designed digital content for social media, including illustrations, GIFs and motion graphics, as well as website mockups for various agency clients.

EDUCATION

2021 | **Professional Certificate in UX/UI Design** | GoMyCode (Casablanca)
2020 | **Professional Certificate in UI Design** | California Institute of the Arts (Online)
2019 | **Professional Certificate in Front-End Development** | 3W Academy Morocco (Casablanca)
2013 | **Bachelor's Degree in Graphic Design & Visual Communication** | Art'com Sup (Casablanca)

SKILLS AND TOOLS

UX/UI Design | Design thinking | UX Sprints | Audit UX | UX Research | Userflows | Information architecture | Wireframes | UX Design | UX/UI Design | UI Design | Design systems | Responsive Design | Accessibility | Front-end Codage | Handoff dev | HTML | CSS | JavaScript

Brand & Graphic Design | Logo Design | Brand identity | Art direction | Graphic Design | Web design

Tools | Trello | Figma/FigJam | Claude | Visual Studio Code | Adobe Illustrator | Adobe Photoshop

Languages | Arabic (Native) | French (Advanced) | English (Intermediate)