



HAMZA BENJAABA

Product Designer · UI/UX

 Morocco

Product Designer with a focus on user-first thinking, visual clarity, and scalable systems. Experienced in redesigning complex platforms across fintech, e-commerce, and marketplaces. Fluent in Figma, design systems, responsive UI, and collaborative workflows. Available remotely — I bring speed, strategy, and strong execution to every screen.

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 Portfolio: <https://hamzabenj.webflow.io>
 LinkedIn: <https://linkedin.com/in/benjaaba-hamza>

Skills / Tools

UX & Strategy

User Flows & Wireframes
Information Architecture
UX Audit & Heuristic Eval
Prototyping & Testing

UI & Visual

Design Systems
Mobile & Web UI
Visual Hierarchy & Clarity
Typography & Spacing

Tools & Collaboration

Figma (Auto Layout, Variants)
Webflow
Notion, Slack, Trello, Miro

Work Experience

Include freelance, internships, and major projects — even if unofficial

Freelance Product Designer

Remote · 2022 – Present

- Led UX/UI redesigns for 8+ digital products across fintech, real estate, e-commerce, and service platforms
- Collaborated with developers and founders to align design with business goals
- Managed research, wireframes, prototypes, and hand-off in Figma
- Notable projects: Bank ALBILAD (Saudi fintech), Flaha.ma (agri-marketplace), Smilekit, Conciergerie Royal

Education & Certifications

Baccalauréat – Physics

High School Oum Rabii, Morocco

UX & Product Design Certifications:

High School Oum Rabii, Morocco

- Google UX Design – Foundations & Principles
- Meta – Principles of UX/UI Design
- Google – Digital Marketing & E-commerce

Languages

- Arabic (native)
- French (fluent)
- English (fluent)

I don't just design for users. I design with users — to make digital feel human.

Micro Manifesto

