Kamal Bennacer | Product Designer & UX Researcher | AI, AR, VR

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I **immigrated** to the US **alone** from Morocco in **2014** and obtained my **green card** in **2022**. I made a short **movie** in **2011** that took me to **Cannes** Film **Festival** where I met **Johnny Depp** and **Robert De Niro**. My **diverse** and **international** background makes me an innovative **Product & UX Designer.**

SKILLS

Skills | UX Research, UX Writing, AR, VR, AI, Agile Methodologies, Six Sigma, User Interview, Card Sort, User Journeys, Site Map, Persona, Wireframing, Prototyping, Usability Test, Storyboard, Accessibility, Design Systems, CSS, HTML, JavaScript, iOS, A/B Testing, CAD Design, Web Design, Video Editing.

Software & Design Tools | Figma, Sketch, Axure, Miro, Optimal Workshop, Photoshop, Canva, Illustrator, Premier Pro, After Effect, WordPress, WiX, Microsoft Excel, Microsoft Azure, SolidWorks.

Languages | English, French, Arabic, and Italian

EXPERIENCE

Everstell | Lead Product Designer | SaaS Software   *August 2022 –Present*

- **Designed a user-centered semi-automated** setup called a "Guided Setup" allowing users to **self-navigate** and **process** their financials.
- Created a **scalable Design System** that is ready to be used on future versions of the software.
- **Designed** an **error prevention system** that decreased users' margin of **errors by 40%**
- Fueled **web growth by 300%** with a **redesigned** and **custom-coded** website using **CSS**.
- Worked **cross-functionally** with **engineers**, **product managers**, and **analysts** to discuss potential product **constraints** and deliver **feasible solutions**.
- **Led** multiple product design projects, scheduling, and **tracking progress** with the **team**.

Bennacer Design | UX/UI Designer (Self-Employed)   *February 2021 – Present*

- Conducted **UX Research** for various organizations.
- **Brought** Startup **ideas** to **life**.
- Designed **wireframes**.
- Designed websites and created **brands** and **marketing strategies** for businesses.
- **Prototyped** products across various platforms including **mobile (iOS and Android)** and **desktop**.
- Conducted **Usability testing** and **successfully delivered** final products.

BrightPearl | UI/UX Product Designer (Contract) | SaaS Software   *March 2022 – April 2022*

- Conducted in-depth market research studies: **SWOT** and **Comparative/Competitive Analysis**
- Led **stakeholders** and **user interviews**.
- Conducted **usability testing** interviews to **ideate** the product and produce **deliverables** such as **High-Fidelity wireframes and prototypes**.

Imperfect Foods | UI/UX Designer (Contract) | Mobile App   *February 2022   March 2022*

- **Conducted UX Research**
- **Synthesized** Research into **Affinity Mapp** and **User Journey**
- **Collaborated** with UX Design team members to sketch the new proposed **feature**.

Multiple Clients | Business Analyst (Contract)   *May 2018 – February 2021*

- Successfully **integrated** multiple **ERP** Financial Systems.
- **Designed custom EXCEL** templates to **analyze 209 financial reports in 2 months.**
- **Analyzed** more than **1,000 financial statements** across various industries.
- **Developed** new internal **Workflow** and **trained** employees on the newly implemented ERP systems.

EDUCATION

General Assembly | San Francisco, CA   *January - April 2021*
UX/UI Design Certificate
500+ hours of UX/UI Design Projects led by a team of experts with 10+ years of experience in the industry.

The University of Wisconsin | Milwaukee, WI   *January 2014 – December 2017*
Bachelor of Business Administration - Accounting & International Business

John Cabot University | Rome, Italy   *August – December 2013*
Teaching Abroad Program

Toulouse Business School | Toulouse, France   *Summer 2015*
Summer Study Abroad Program

Ljubljana University of Economics | Ljubljana, Slovenia   *Summer 2015*
Summer Study Abroad Program

Al Akhawayn University | Ifran, Morocco
Language Proficiency