

Younes Hadry

Product Designer

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About

I am a Product Designer with 7 years of experience. I've been collaborating with companies around the world, designing, building and delivering beautiful yet functional user-centered applications for web and mobile. I co-founded two startups (Pricyme and Pricemetrics).

Work Experience

Product Designer (Freelance) Self-employed June 2012 - Present

I help tech startups and companies around the world to design and build modern applications for web and mobile.

Major clients :

Adobe San Francisco - USA

I worked on a branding project, alongside with the Senior Program Manager of Adobe Education.

Helpjuice Inc Miami - USA

As Lead Product Designer, I worked on the redesign and integration of Helpjuice's new Dashboard.

What.digital Zurich - Switzerland

I worked on a mobile application for Adecco. My role was UX and front-end implementation for Cordova.

TheD. GMBH Bonn - Germany

As Lead Product Designer, I worked on the redesign of Cuju IOS application.

American Choice Modelling Portland - USA

I worked as UX/UI designer on Dashboards for clients such as Nestlé, Rogers, Target, Walmart, Canon...

Energi.life NewYork - USA

As Lead Product Designer, I designed the MVP of Energi's web version of its social network.

Ezvid Los Angeles - USA

As a lead UX and a front-end developer, I worked on product comparison platforms such as botdb.net and inspect-it.co

Optio Interactive San Francisco - USA

As a lead UX and a frontend developer, I worked on the new version of manta.com and the new branding of Optio Interactive.

Friendlyde Rabat - Morocco

As a Product Designer, I worked on an android mobile application of ride sharing, built for the moroccan market

REfindly Florida - USA

As a UX/UI Designer, I worked on a CRM SAAS and Lead Generation System for real estate.

Head of Product Pricyme / Pricemetrics August 2013 - August 2016

Pricyme is an ecommerce startup, based in Rabat - Morocco, crafting a comparison shopping tool for Moroccan and French markets. Pricyme is the company behind Pricemetrics, a SAAS B2B tool built for ecommerce stores in order to keep track of their competition and other market intelligence.

As a Co-founder & Product designer of Pricyme, I have the overall responsibility to lead my team in planning and building market-innovative and user-centered products. I have also worked on the conversion optimization to boost lead conversion rate above market average (from 3% to 17%)

Major projects :

- Price comparison website, mobile application and chrome extension, built for the Moroccan market (pricyme.com).
- Price comparison website for French market (prixducommerce.com).
- B2B market intelligence SAAS tool for ecommerce businesses.
- Pricyme Product Manager (internal Dashboard)

Art Director Taif Design - Kénitra

June 2010 - August 2012

As an Art Director, I was leading the production and marketing teams on print and web projects.

Major projects :

- Official Web portal of Kenitra City.
- “Pub sur Taxi” marketing campaign.
- “Lhamza” marketing campaign.
- Landing pages of various commercial brands

Designer Taif Design - Kénitra

January 2010 - June 2010

Taif Design is an advertising agency based in Kénitra - Morocco. The company delivers creative advertising solutions for its clients.

As a designer, I worked on branding, web design and print projects for various clients.

Webdesigner Trio Communication - Casablanca

September 2009 - December 2009

Trio Communication is an advertising agency based in Casablanca - Morocco. The company was delivering creative advertising solutions for its clients.

My main role at Trio was designing logos and executing art direction briefs into website mockups and delivering xhtml/css static code to be implemented into Joomla CMS.

Education

Philipps University of Marburg - Germany Faculty of mathematics & computer science

October 2014

Certification on Entrepreneurship for Academic Innovations in Information Technology - DAAD Program

National Institute of Fine Arts (INBA) - Tétouan - Morocco Design Department

2012 - 2014

Bachelor of Arts - Speciality : Design

National Institute of Fine Arts (INBA) - Tétouan - Morocco Design Department

2010 - 2012

Higher Education Diploma - Speciality : Design

Skill Summary

Product Design

Visual Design
Branding
Interaction Design
Rapid Prototyping
Information Architecture
User Research
Analytics Data Analysis
Conversion Optimization

Software

Adobe Photoshop
Adobe Illustrator
Sketch
Autodesk 3DS Max
Balsamiq
Invisionapp
Mixpanel
Google Analytics

Web Development

HTML5
CSS3 / SASS
Experience in Rails front-end implementation
Experience in Django front-end implementation
GIT

Languages

English (Bilingual)
French (Bilingual)
Arabic (Native)
Spanish (Basic)
German (Basic)