

NABIL ROCHD

Visual identity & UX/UI Designer

20

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Professional Certificat
in **UX/UI Design**
at GoMyCode Morocco

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Professional Certificat
in **Front-end Coding**
at 3W Academy Morocco

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Bachelor's degree (Bac +3)
in **Graphic Design**
at Art'Com Sup Casablanca

My experience

June 2022 - October 2025

UX/UI designer at Algo Consulting Group (3 years and 4 months)

- Design and optimization of user journeys and interfaces for mobile apps and websites

October 2021 - June 2022

UX/UI designer at Queto (8 months)

- Design and optimization of user journeys and interfaces for mobile apps and websites

December 2019 - October 2021

Web designer at Mosaik (1 year and 10 months)

- Creation of digital graphic content for social media: illustrations, GIFs, motion design
- Websites mockups
- Visual identity and style guide creation

January 2016 - April 2018

Web designer at Tribal DDB Casablanca (2 years and 3 months)

- Creation of digital graphic content for social media: illustrations, GIFs, motion design
- Websites mockups
- Visual identity and style guide creation

January 2015 - January 2016

Web designer at Fusion Digital Agency (12 months)

- Creation of digital graphic content for social media: illustrations, GIFs, motion design
- Websites mockups
- Visual identity and style guide creation

My services

Visual identity & Art direction

Strategic visual identity design: definition of artistic directions and the graphic charter, including the identification of product/service values, logo creation, development of patterns and iconography, selection of the color palette and typographic system, as well as the creation of coherent visual and graphic universes.

UX Audit & Design

Evaluation of existing systems (benchmarks), user testing and path analysis, identification of friction points and optimization opportunities (ergonomics, accessibility, performance). Agile design via UX Sprints: problem framing and iterative validation with user-centered solutions.

Graphic/UI Design & Front-end dev

Complete visual production and UI design: user flows, wireframes, Figma interactive mock-ups. Coupled with technical collaboration with development teams: supply of optimized design systems and integration monitoring (HTML/CSS/JS) for faithful implementation.



« Diagnose, **Affect**, **Connect**. »

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