

AMINE LAISSOUB

UX/UI PRODUCT DESIGNER

PROFILE

London-based Product Designer with 15+ years of experience. I specialise in innovative, and highly-usable cutting-edge digital design solutions.

EXPERTISE

Figma	<div></div>
Miro	<div></div>
Luma AI	<div></div>
LottieFiles	<div></div>
Illustrator	<div></div>

PORTFOLIO

[waitlist.pixely.com](#)

[www.pixely.com](#)

CONTACT

hello@pixely.com

+44 (0)7940 414093

HOBBIES

Digital Design / Music Production

Travelling / Video Games / Gym

EXPERIENCE

12.2017 - Present

PIXELY | Head of Design

I have leveraged my expertise in agile methodologies to collaborate closely with Product Owners and Project Managers in the design and development of cutting-edge platforms, from ideation to MVP launch.

Throughout my tenure as a founder, I have spearheaded the development of comprehensive style and brand guidelines, design principles, and industry-leading UX & UI design approaches. My keen eye for detail and commitment to best practices have ensured that all platforms we deliver exceed industry standards and user expectations.

My extensive experience in user experience, high-fidelity user interfaces, as well as top-quality mock-ups that are iterated based on user research, has been instrumental in the success of numerous projects.

10.2018 - 03.2019

British Gas | Lead Experience Designer

As the UX lead, I oversee collaboration with user researchers, orchestrating user interviews and meticulously outlining user workflows. This meticulous approach ensures that our product is crafted to meet the highest standards. By integrating all key elements from the outset, we lay a strong foundation for a successful product.

EDUCATION

2003 – 2004

BTec National Diploma

Digital Design & eCommerce

Oxford House College

London

UK

1995 – 1999

BSC

Graphic Design

ECAL

University of Art and Design Lausanne,

Switzerland

EXPERIENCE

02.2015 – 11.2015

CitySprint | Senior User Experience

Ensuring all design is consistent with the company brand guidelines. Producing a new control and operations dispatch application, along with a new local courier iOS app (very similar to UBER partners app).

12.2013 – 12.2014

NHS Trust | User Experience Designer

Revamping the existing online portal, and creating new Clinical Document Library System. Plus introducing a new UX and fresh, intuitive UI design.

02.2013 – 10.2013

JUST EAT | Lead Designer

Managing the UK design team and art directing projects from the initial sketches to the final stage. Writing product specifications and working closely with the iOS developer team on the new JUST EAT iOS app.

Producing sitemaps, wireframes and prototypes and sharing them with all stakeholders.

07.2011 – 02.2013

ICC Lowe | Web Designer & Application Developer

Designing iOS iPad apps to promote products for Boehringer Ingelheim and Prolia.

Creating modern UI design for touch-screens, and converting PSD files to HTML.

04.2012 – 01.2013

Blackbaud | Senior Graphic & Web Designer

Designing new responsive website for Blackbaud UK, and creating advanced UI design for mobiles.

05.2011 – 06.2011

Ted Baker | Senior Interactive Designer

Enhancing Ted Baker look and feel site. Designing rich media banners. Producing motion animation for the Summer 2012 Collection, and promotional email newsletter.

02.2011 – 03.2011

Cake | Senior Digital Designer

Producing Coca-Cola 125th anniversary promotional site. Designing Facebook fan page for Carphone Warehouse & GBK.

Creating microsite for the Nintendo 3DS Launch event. Plus promotional Emails & E-tickets.

Designing Westfield Stratford City's opening date Email invitation.

12.2010 – 02.2011

Nearly Normal | Creative Digital Director

Directing a team of developers and designers to create the NearlyNormal.tv website.

11.2010 – 11.2010

Ted Baker | Senior Web Designer

Implementing microsites & marketing pages. Developing advanced HTML promotional emails & newsletters.

Creating Flash interactive banners.

EXPERIENCE

08.2010 – 08.2010

Figleaves | Web Designer

Updating editorial pages and maintaining the company's core e-commerce website.

Implementing new web-based customer registration form, and creating mood-boards and wireframes for the new online catalogue.

07.2009 – 07.2010

Mothercare | E-commerce Web Designer

Rebranding Mothercare website. Converting graphical contents to HTML. Enhancing commercial email performance through creative development. Building clean, appealing and functional interface. Creating microsites & interactive banners. Using web analytical learning's to drive improvements to the customer experience. Creating advanced HTML email & newsletter templates across all brands.

07.2008 – 06.2009

Dixons Group | Technical Web Leader

Maintaining and developing the creative look and feel of all sites (Currys, PC World, Dixons). Responsible for the end-to-end design and production process. Building and implementing microsites, editorial & marketing pages. Working closely with the customer experience managers to fulfil clients' needs.

02.2008 – 07.2008

Dixons Group | Online Designer

Responsible for the complete redesign & development of the Currys site. Ensuring that all creative work consistent with the company brand guidelines. Designing and coding new email campaigns.

01.2006 – 01.2008

Esprit | Digital Designer

Designing clean pages to promote new products. Styling and retouching images and creating interactive banners. Responding to 'reactive' amendments and updates to the current site.

11.2003 – 12.2005

Net Design | Web Designer

Designing logos, brochures, magazines and Business cards. Creating 2D animations for TV graphics and exhibition stands. Developing and producing interactive websites for a broad range of clients. Creating mock-ups, mood-boards and wireframes for the internal marketing department.

01.2000 – 08.2003

Le Coq Sportif | Creative Graphic Designer

Designing print materials such as brochures, flyers and posters.

Creating high quality, unique work with depth, style and strong attention to detail.
