

# Meriem Gharbi

## Product designer

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Product Designer with experience across UX research, UI design, and product strategy in fast-paced agency settings. Skilled in design systems, Agile workflows, and user testing — with a consistent focus on designing for people in complex, high-stakes contexts.

## Work experience

### UX UI designer at **Bleu Soft**

2024 - 2025 in apprenticeship and in CDI until now

- Led end-to-end UX/UI missions across multiple clients (Louis Vuitton, Cerba, Chabé, Lhôtellier): audit, user research, wireframes, prototyping and user testing.
- Built and maintained design systems and UI guidelines, ensuring consistency across products and teams.
- Facilitated workshops with clients and stakeholders to align on user needs and product direction.
- Delivered high-fidelity mockups and prototypes in an agile, fast-paced agency environment.

### UX UI designer at **Callead**

December 2023 - September 2024

- Managed the full UX/UI cycle — research, wireframes, mockups and user testing — delivering 6 to 7 landing pages per month.
- Implemented a data-driven design approach: heatmap analysis and A/B testing to iterate on designs and improve conversion rates.
- Designed and integrated high-performance NoCode pages (Unbounce) for Google and Meta Ads campaigns.

### UX UI designer at **Club sandwich studio**

May - November 2022

- Designed UX and interfaces for interactive digital installations for cultural institutions and creative brands.
- Collaborated on the end-to-end design process using Figma and Adobe XD.
- Integrated design mockups into React, bridging design and development.

## Education

### Master's degree in Product Management at Hetic

2023 - 2025 in Apprenticeship

Specialized in product strategy, roadmap planning, and Agile/Scrum methodologies applied to digital innovation. Trained in UX Research as a core driver of product decisions.

**Final project:** Lumea, a digital tool designed to help caregivers of elderly people in France navigate administrative processes, combining service design thinking with product management practices.

### Master's degree in Social and Health innovation at **Care design lab**

2020 - 2022

Applied service design and care design methodologies through real-world projects in collaboration with hospitals, social services, and private companies, addressing complex challenges in healthcare and social innovation.

**Final project:** a platform for refurbishing, selling, and exchanging medical equipment for caregivers of cancer patients in Algeria — addressing healthcare access and affordability through design.

### Bachelor's degree in Interaction design at **L'École de design Nantes Atlantiques**

2017 - 2020

Foundations in UX/UI design, interaction design, creative coding, and web standards.

**Final project:** focused on the conservation of digital art — exploring how interaction design can preserve and transmit digital cultural heritage.

## Skills

### UX design

Field research, Persona, Stakeholder interview, Wireframes, User journey, Storyboard, User flow, User testing, A/B testing UX writing Heuristic evaluation

### UI design

Atomic design, Figma Auto Layout, Style Guide, Design system, Prototypes, Motion design, UI graphics.

### Product Owner

Agile / Scrum / Kanban, User stories, Priorisation (MoSCoW, RICE, WSJF), Sprint Planning, Go-to-market strategy, MVP definition

### Service design

Analysis and synthesis skills, Understanding of economic issues, the company's market and image

### Soft Skills

Flexibility, Autonomy, Ability to communicate, Fast learner, Consistent and organized

### Languages

French (native), English (fluent), Spanish (Intermediate), Arabic (Intermediate)