Meriem Gharbi Product Designer

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Product Designer with 3 years of experience at design and consulting agencies, looking for her next opportunity.

Skills

Design

- User research: interviews, synthesis & recommendations
- UX audit
- Copywriting
- User journeys
- Wireframes, Mockups
- Interactive prototypes
- Usability testing

Tools

- Figma: components, auto layout, variables, prototyping
- AI: Figma Make, Claude, Claude Code
- Workshop: FigJam, Miro, Mural
- Adobe Suite

Soft skills

- Active listening
- Adaptability
- Problem-solving
- Resilience
- Reliability
- Teamwork
- Time management

Languages

- French (Native)
- English (Fluent)
- Spanish (Basic)
- Arabic (Basic)

Education

Master's in Product Management
HETIC

Digital accessibility training (RGAA & WCAG)
Warren Walter

Master's in Care Design
L'École de Design Nantes

Bachelor's in Interaction Design
L'École de Design Nantes

Experience

Product Designer Consultant, Blue Soft Group

10/2024 - 08/2026

Supporting clients end to end in the creation or redesign of their business applications and software.

- **User research:** desk research, interview guides, conducting interviews, preparing synthesis deliverables.
- **UX audit:** interface analysis based on Bastien & Scapin ergonomic criteria, RGAA or WCAG accessibility criteria, and formulation of recommendations.
- **Design:** user journeys, wireframes and mockups in Figma, Figma Make and Claude, building and contributing to Design Systems and their documentation.
- **Workshop facilitation:** design thinking, co-creation and prioritization with project teams and end users.
- **Project management:** organizing meetings with developers and following development through to delivery, in an agile cycle.

Clients: Cerba Healthcare, CCI Internationale, Chabé, Lhotellier, Louis Vuitton, SAUR...

UX/UI & Graphic Designer, Callead

09/2023 - 09/2024

Supporting clients in creating their social media ad campaigns and landing pages.

- **Graphic design:** creating campaign visuals and adapting them across formats.
- **Editing and motion**: video editing and animation for social media.
- **Design & integration:** designing landing pages, building and publishing them on Unbounce or Webflow.
- **Optimization:** A/B testing of visuals and landing pages, heatmap analysis, copywriting adjustments.
- **Results:** conversion rates increased by 1 to 4% across several campaigns.

Clients: Carinvest, Quesacoach, Etty...

Interaction Designer, Le Club Sandwich Studio

05/2022 - 11/2022

Supporting clients in creating interfaces and interactions for retail corners.

- **Interaction design:** designing interactive experiences for clients, mainly in the luxury sector, for retail corners.
- **UX/UI design:** creating interfaces for the various customer experiences.

Clients: Essilor, Gucci, Patek Philippe, L'Oréal