



Mohammed CHAKHCHAKH

Product Designer

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🌐 LinkedIn 🌐 Portfolio (UX/UI)

PROFILE

Graduate with a Master's in Data Analytics (May 2025), I specialize in designing complex digital ecosystems (SaaS software, dashboards, business applications). With experience in both agency (Permanent) and high-growth environments (Numa), I maintain an active practice through independent consulting. I am currently seeking a long-term Product Design role within an in-house Product team. My approach combines user research and data analysis to design seamless experiences that drive activation and engagement.

PROFESSIONAL EXPERIENCE

Independent Consultant	Feb 2024 - Present
Product Designer (Freelance Missions)	Morocco & France
• User Research & Discovery: Conducted user interviews and usability tests to design fluid journeys for mobile apps and management software, eliminating major friction points. • Onboarding Optimization: Redesigned registration flows for SaaS solutions, achieving a 25% increase in completion rates through cognitive load reduction. • High-Fidelity Prototyping: Created advanced interactive prototypes in Figma to validate navigation logic and complex interactions prior to technical development.	
Numa	Sep 2024 - April 2025
Growth Product Designer (End-of-studies Internship)	Paris, France
• Design Sprint & Iteration: Facilitated co-design workshops to rapidly iterate on product interfaces, resulting in a 15% conversion rate increase on key pages. • User Research & Discovery: Conducted user interviews to understand Manager and HR needs, translating insights into a clearer information architecture. • Performance-Oriented UI Design: Designed strategic landing pages based on optimized information hierarchy to reduce mental load and accelerate decision-making.	
Admiral Digital Consulting	Feb 2023 - Feb 2024
Digital Project Manager (Full-time)	Casablanca, Morocco
• Data Dashboard Design: Conceptualized complex data visualization interfaces for corporate clients, transforming dense data streams into intuitive and actionable decision-making tools. • Corporate Site Strategic Redesign: Restructured complete information architecture for the agency's website, leading to a 30% reduction in bounce rate through clarified user paths. • Design System & Consistency: Developed a standardized Figma component library to unify visual experience across web tools, accelerating production speed.	

EDUCATION

Inseec Business School	Feb 2024 - May 2025
MSc Data Analytics and Marketing Manager (Graduate)	Paris, France
Euromed University	Sep 2021 - June 2023
MSc Digital Marketing	Fez, Morocco

SKILLS, TOOLS & LANGUAGES

UX Research & Strategy: Hotjar, Maze, Google Analytics 4, Design Sprint, Information Architecture, User Flow
Conception & Product Design: Figma, Adobe XD, FigJam, Miro, Sketch
UI & Web Design: Framer, Webflow, Adobe Suite, HTML/CSS
AI & Productivity: ChatGPT, Midjourney, Galileo AI, Runway ML
Languages: French (Fluent) | English (Fluent) | Arabic (Native)

CERTIFICATIONS

Google: UX Design, Google AI, Google Analytics 4 (GA4), Google ADS • **Hubspot:** Inbound Marketing • **IE University:** Branding the creative journey