Ibrahim GOUALI

Senior Product Designer (UI/UX) · Web & mobile apps, B2B and B2C SaaS, AI assistants

Casablanca, Morocco · Remote, GMT+1 (Europe-aligned hours)

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SUMMARY

I've been designing web and mobile products for 9 years, after two earlier years in digital design. I work on complex B2B SaaS, often in regulated fields like ESG compliance and audit, and on B2C products such as an expert marketplace and a telemedicine app for patients. At Red Curseur I also acted as Product Owner, running the backlog with the engineering team. What I enjoy most is taking complicated business rules and turning them into simple flows, then building code prototypes so developers can see exactly how things should behave.

PROFESSIONAL EXPERIENCE

Senior Product Designer / Product Owner · Blue Curseur, then Red Curseur Solutions

Freelance for Blue Curseur (Brussels), then Red Curseur Solutions, its Casablanca startup · Apr. 2022 – Apr. 2026

- Designed 5 SaaS and mobile products and oversaw the team's work startup-style (tech lead and 3 developers), from backlog and sprints to delivering complete apps to clients.
- Built one design system shared by every product, with code prototypes for developers. Design-to-development time dropped by 10% and delivery time by 15%.
- Designed all of Dreebz, from the web and mobile apps to the back office and franchise portal. Replaced the search form with an AI assistant that understands the client's problem, suggests first steps and recommends the right expert. Clients now find their expert 15% faster and book 20% faster.
- Interviewed auditors to understand their rules, then turned them into decision screens and checks on critical data entry.
- Structured products that pull data from many sources, and shaped roadmaps together with leadership, business and engineering.

Senior UX/UI Designer · UX Centers Group

Full-time · Sep. 2017 – Apr. 2022

- Designed L'Oracle, the internal platform for operations, HR, performance and e-learning, used every day by 1,200+ employees across 10+ roles.
- Used Hotjar, Google Analytics and user testing to find the tasks that took the longest, then simplified them. Time spent on those tasks went down by 12%.
- Also designed real-time dashboards, wrote specs for developers and mentored junior designers.

Design Team Leader · Orbit Interactive

Full-time · Jan. 2015 – Aug. 2017

- Promoted to Team Leader after 10 months and managed a team of 6 to 8 designers.
- Designed and delivered digital campaigns for Renault, Peugeot, Auchan and AXA, on time and true to each brand.

PRODUCTS DELIVERED

ESG Review · esgreview.eu · Where companies and experts manage ESG compliance together, with role-based access and full history.

ESG Data Register · esgdataregister.com · An ESG audit register that connects internal and external tools and keeps every record traceable.

Dreebz · dreebz.com · An expert marketplace with web and mobile apps, a back office, a franchise portal and an AI assistant.

Sahtek · sahtek.app · Telemedicine that brings patients, doctors and diagnostic centers together, from consultation to follow-up.

BlueGo · bluego.app · A mobile app that makes environmental data useful in everyday life.

AI-ASSISTED PROJECTS

Personal lab · Since April 2026 · I design and build my own mobile apps with AI assistance (Claude Code), from research to working code. AI also helps me synthesize research and prototype faster.

SKILLS

Product: Product discovery, backlog, roadmap prioritization, data-driven decisions, stakeholder workshops

Research: User interviews, usability testing, behavioral analysis

Design: Information architecture, user flows, wireframing, interactive and code prototyping, mobile-first, WCAG AA accessibility

AI & product: Designing AI features (recommendation, assistants), LLM-based prototyping, AI-assisted research synthesis

Domains: ESG compliance & audit, RBAC, audit trails, telemedicine, marketplaces, ERP

Leadership: Design team management, mentoring, design systems, Agile delivery, developer handoff

Tools: Figma, FigJam, Miro, Hotjar, Google Analytics, Azure Boards, ClickUp, VS Code, HTML/CSS, Claude Code, Adobe Creative Suite

EDUCATION & LANGUAGES

UX Design & Design Thinking Certification · OpenClassrooms · 2020
Bachelor's Degree in Digital Marketing · FST CIGMA · 2018–2019
Specialized Technician in Multimedia Development · OFPPT NTIC · 2012–2014

Languages: Arabic (native) · French (fluent) · English (B2, professional)