Kacem Boumehdi

Senior Product Designer · AI

Casablanca, Morocco

+212 6 63 80 70 62 | +212 6 67 92 48 25 | kacemboumehdi@gmail.com

linkedin.com/in/kacemboumehdi | behance.net/kacemboumehdi | github.com/kacemboumehdi

Summary

Senior Product Designer with 8+ years of experience designing websites, mobile apps and complex platforms, from e-government portals and telecom services to products I design and build myself with AI. I take products from research and co-design workshops through wireframes, high-fidelity prototypes and developer handoff, and since 2024 I also ship them: I design and build AI products using AI tools such as Claude, ChatGPT and Codex. Comfortable working directly with stakeholders, developers and marketing teams, in French, English and Arabic.

Experience

Senior Product Designer · AI | Freelance (self-employed, remote)

May 2024 – Present

- Co-founded GIA, an AI app builder that turns a prompt into a working app; designed and built the chat interface, the live build view and the prompt-to-deploy flow.
- Designed, built and shipped Magasin Manager, an offline-first desktop app for stock, point of sale and invoicing in small Moroccan shops; reached 30+ paying users before the website launched.
- Ran field research with the first user (a shop owner moving off paper notebooks), turned the pain points into the product, and trained new users on site.
- Shipped 25 signed releases in 22 days, with the interface in French, Arabic (right-to-left) and English.
- Designed and built MyWarranty, a progressive web app that tracks warranties and document expiry dates (17 screens, 10 languages, offline receipt scanning with OCR); currently pre-launch.
- Created the MyWarranty design system: tokens, components, accessibility rules and usage guidelines.

Senior UX/UI Consultant | Netopia Solutions (contract)

Rabat, Morocco | March 2021 – February 2024

- Designed digital transformation and e-government platforms for public institutions, including portals for the Ministry of the Interior, ANCFCC, RSU and ANRAC, and a CRM for citizen requests.
- Designed Mon Espace MT, the customer space for Maroc Telecom, shipped in 2023 with 42 screens validated by the client.
- Led co-design workshops with stakeholders, then delivered user flows, wireframes, high-fidelity prototypes and specifications for the development teams.

Lead UX/UI Designer | BrainTest Inc.

Marrakesh, Morocco | December 2019 – July 2020

- Designed conversion-focused landing pages for the BrainTest app, targeting the US market.
- Worked with the traffic managers and the marketing team to turn campaign goals into pages and variants.
- Led the developers who built the pages and defined the design standards they followed.

UX/UI Designer | 3W Media (3WM)

January 2018 – December 2019

- Designed websites, mobile apps and web platforms for clients, from brief to developer handoff.
- Contributed to the design of the Les Impériales event app.

Skills

Product and UX: product design, UX research, user interviews, co-design workshops, user flows, information architecture, wireframing, prototyping, usability testing, design systems, accessibility (WCAG), responsive and mobile design, RTL and multilingual interfaces

UI and visual: UI design, interaction design, visual design, landing pages, conversion-focused design

AI: designing AI products, AI-assisted prototyping and development, prompt design

Tools: Figma, Adobe XD, Photoshop, Illustrator, Claude, ChatGPT, DeepSeek, Codex, HTML, CSS

Education

Bachelor's degree in Graphic design and Visual Communication | ENSA Kénitra, 2022 – 2023

Software Development diploma | MIAGE, 2018 – 2020

Certifications

- User Experience: The Beginner's Guide | Interaction Design Foundation (IxDF), November 2022
- Project Management Foundations | LinkedIn Learning (Lynda), April 2019

Languages

Arabic (native) | French (professional) | English (professional)

Portfolio

Case studies (Mon Espace MT, Magasin Manager, MyWarranty): https://kacemboumehdi.vercel.app