

# My name is **Yassine Zouli**, a **senior product designer** creating digital experiences focusing on **business strategy, functionality, design & motion**. With a strong passion for **Extended Reality**.

## Skills

- Trend analysis (Gartner's Hypecycle)
- User research (Qual & Quant)
- Co-creation workshops
- UX** (Low fi design/prototyping/testing)
- UI** (Branding & Visual Design)
- Copywriting
- Storytelling
- Motion Graphics (Lottie Animation)
- Videography
- Workshop & Hackathon facilitator

## Industry Expertise

- Extended Reality (AR/VR/MR)
- Healthcare
- Fintech, Banking propositions
- Blockchain
- Social Robotics
- Government affairs

## Tools & Technologies

- Figma, Figjam, LLM tools, Adobe Suite, Maze, Axure, After Effects, Lottie files, Zero-height, Adobe Premiere, Illustrator, Resolume, etc.

## Education

### THNK Innovation program

Certificate at the School of Creative Leadership

### Global Trendwatching

B.ASc. minor at University of Applied Sciences in Amsterdam

### Communication and Interactive Media Design

B.ASc. at University of Applied Sciences in Amsterdam

## I Speak

- Dutch** on a fluent level
- English** on a fluent level
- Arabic** on a conversational level
- French** on a beginners level

## Getting in contact

- [linkedin.com/in/zouli](https://www.linkedin.com/in/zouli)
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## References

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Sr Creative Director

#### Deloitte (The Netherlands)

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Founder & CEO

#### Matic Digital USA

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## Work Experience

### CURRENT POSITION

#### The creative guy // Senior Product Designer

EMEA region (HQ Amsterdam) - Aug 2013 - Current

I'm a freelance T-shaped creative striving for a measurable outstanding user experience with every interactive product or service. I believe in a human centered design proces. My expertise unfurled to cover a sufficient part of the digital landscape: trendanalysis, user research, value proposition design, interaction design (UX), visual design, video and motion graphics. Available from time to time for freelance projects and longer interim positions.

### PREVIOUS POSITIONS

#### Delivery Hero // Senior Product Designer

Dubai, Jan 2023 - June 2024

As a freelance product designer at Talabat in Dubai (entity of Delivery Hero), my scope covered product, people and process. I actively participated in setting OKR's and co-defining product strategies with (business) stakeholders. I collaborated closely with a dedicated research team, conducting qualitative research or bring their findings into the process. I was responsible for a proficient design team ensuring that collective efforts are aligned with overarching objectives and was passionately involved in the execution of design.

#### Randstad Global // Senior Product Designer

Amsterdam, Nov 2018 - Jan 2020

Within Randstad Global I had co-ownership of the self-service (web) environments for the (B2B) clients of the Randstad group, specifically the customer data dashboard, called Client Intelligence. My main responsibility was to design and help maintain a scaleable dashboard with visualised data insights tailored to clients. In addition, I contributed to sharing knowledge by actively participating design chapter meets.

#### Tikkie // Senior Experience Designer

Amsterdam, Nov 2018 - Jan 2020

Tikkie is a mobile-first payment platform used to send and receive money. After a viral start however (with an unexpected rapid growth to roughly 8 million users) arose the main challenge of not having a (solid) revenue model, as Tikkie was still financially dependant. In the meanwhile, the user-base shifted from a mainly Gen-Z audience to a strongly diversified group of users, each with their own needs. So, how do you build a revenue model without compromising on user value and without disrupting the ease of a single-purpose App? I lead the product discovery team working closely with Leadership, continuously validating propositions through experiments and interviews.

#### ABN AMRO // Senior Experience Designer

Amsterdam, Nov 2018 - Jan 2020

Within the ABN AMRO ecosystem I was part of the innovation tribe, where I was able to contribute to various internal startups, proving or disproving the proposition at an early stage (e.g. the spending app Grip and the investment app Kendu). In addition, I pro-actively contributed to horizontal collaborations with other design teams to ensure consistency with other solutions within the ABN AMRO ecosystem.

#### Studio Morrow // Co-Founder & XR Designer

Amsterdam, Nov 2018 - Jan 2020

We believe in the ideal symbiosis between human, nature and technology. By analyzing global trends, experimenting with the latest wearable hardware and researching customer needs and journeys, we proposition branded digital experiences based on your surroundings. We create experiences in AR, VR and MR, but also do Experience Design (Websites, Mobile Apps) to get you up to the latest industry standards.

#### Deloitte Consultancy // Design consultant (Research, UX/UI)

Amsterdam, Jun 2016 - May 2019

I have been part of quite some projects at Deloitte Digital. Every project had its own context, scope, target market and business challenges. Meaning that being resilient in my approach was one of the keys to successful results, which is something I thrive on. Depending on the client and project, my role spanned between User researcher, UX/UI designer and Technology Consultant. Main activities within these roles: user research, trend research, service design workshops, wireframing, Visual interface design, Animation, organizing and facilitating workshops and hackatons. Most commonly working agile using scrum.

#### Mooie Jongens Studios // UX Designer

Amsterdam, Apr 2014 - Jan 2015

I joined this startup in the music industry in 2014. The two co-founders (both experienced in audio equipment and sound engineering) begun their startup adventure by building an extensive professional recording studio in the centre of Amsterdam. They encountered challenges with their business model and target market - this is where I came in as a consultant and interactive design lead.

I conducted quite some (field) research and helped shape a new value proposition and business model. After a phase of concepting and designing I helped set up a team of other creatives to further develop and run the online platform for the Mooie Jongens recording studio.

#### Jason Rocco // UX/UI Designer, Motion Design & live VJ

Amsterdam, Aug 2012 - May 2019

I started freelancing mid 2011 as a self thought visual artist using the brandname Jason Rocco. I grew my creative expertise through multiple online studies, using different tools and techniques to craft experiences for visual communication. Services in the early years included a lot of storytelling, directing films, video editing, animating and even live visuals (VJ-ing in night clubs). Quite quickly I shifted my focus towards being a fulltime UX Designer (around 2014) as this was the long term ambition. All my academic education focused on UX - building human centered interactive digital products and services. From this period of time until today, I gladdened many clients with my creative skills.

#### Other Employers // DPG Media, RTL Nederland, Vodafone

The Netherlands, Aug 2011 - Dec 2013

10+

Years of working experience

74

Projects that made an impact

22

Leading roles within digital projects

34

Mobile Apps / Mobile responsiveness