# Naim BSSILI

Senior UX-UI designer / UI Developer Outsystems

Sussah  Tunisia 4000

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| Driving licence: B

## Summary

I am a professional and innovative digital designer with 6 years of progressive experience. Energetic self entrepreneur and team builder. I have the ability to manage high stress situations and meet targets on time and under budget.

I like challenges, and defy expectations with a creative mindset, understand the requirements of the project and conduct detailed research. I have the ability to communicate with cross-functional teams to achieve the desired results. I am passionate about providing exceptional quality and service to your company

## Experience

**Consultant UI Developer Outsystems**  |  11/2022 - Current
**ENVNT - Saudi Arabia**

> **Client:** GAMI: General Authority for Military Industries, Saudi Arabia
> *Contributed to the development of outstanding user interfaces on Outsystems for the General Authority for Military Industries. My role spanned three periods, focusing on component customization, performance optimization, and proactive resolution of UI issues. My commitment to technical excellence enhanced team efficiency, contributing to the overall success of projects.*
> *Periods: 27/07/2023 - 15/09/2023 | 28/10/2023 - 21/01/2024 | 27/01/2024 - 15/02/2024.*

**Senior UX Designer** | 11/2022 - Current
**WEVIOO - Tunisia**

**CHIEF DIGITAL OFFICER** | 08/2022 - 11/2022
**PAYPOS Tunisia - Sussah, Tunisia**
- Tracked and analysed metrics, creating quantitative reports to guide content strategy development.
- Built successful business culture focused on performance optimisation and goal attainment.
- Selected and mentored senior staff, creating successful leadership team.
- Created and delivered campaigns in line with targeted marketing strategy, ensuring first-class quality standards across all platforms.
- Managed customer communications across social media channels, maintaining professional brand style and voice.
- Performed regular A/B testing, enabling detailed user experience analysis and evaluation.
- Design and writing of advertising campaigns.
- Propose original concepts and innovative mechanisms on all media (TV, web, radio, display, press, social media, etc.)

**TRAINER UX DESIGn / WEB DESIGNER** | 01/2018 - Current
**Independent - Tunisia**
- I am a trainer with training centers in Tunisia ( BCC in SOUSSE, SNSC Trining in SFAX..)
  I do training in graphic design (Photoshop, illustrator, After effect..) and web design ( Adobe XD, Figma, HTML, CSS, CMS wordpress)

**HEAD OF DEPARTMENT DIGITAL** | 04/2022 - 08/2022
**MSIT-Conseil - Sussah, Tunisia**
- UX: define user paths, product ergonomics, know how to simplify the most complex products.
- UI: Produce the most innovative and relevant graphical interfaces possible,
- Lead: Support less experienced employees and know how to advance the team on design topics.
- Create and decline visuals for all media, both digital and print.
  Organize work with my team and we work with agility and scrum tool.

- Create website layouts, web application interfaces (Adobe XD, Figma.)
- Participation in digital marketing meetings
- Coordination and supervision of digital marketing and social media projects.
- Marketing team management ( 2 people)
- Trained and mentored employees to maximise team performance.

**FRONT-END WEB DEVELOPER** | 12/2021 - 04/2022
**MSIT-Conseil - Sussah, Tunisia**
- Technologies: HTML5, CSS3, Javascript, JQuery, SASS, Bootstrap, CMS.
- HTML/CSS integration, and CMS javascript in compliance with the design.
- Optimization of the user experience: animations, interactions, responsive design, accessibility, performance.
- Integration of plugins and responsive template.
- Development and evolution of websites/Intranet and web applications.
- Improvement and optimization of source codes.
- Compliance with simple and effective accessibility standards.
- Maintenance of WEB sites created, updating of sites (with good knowledge of the WordPress API. MySQL databases)

**DIGITAL CONSULTANT** | 05/2020 - 12/2021
**Independent - Tunisia**
- Enhanced target market reach through tactical social media advertising.
- Used data to build strategies for targeting specific markets and consumer demographics.
- Updated clients regularly with information on success of digital marketing campaigns and discussed areas for improvement.
- Designed graphics and promotional material using Adobe Illustrator, Adobe Photoshop and FIgma.
- Collaborated effectively with sales and design teams to deliver outstanding online marketing campaigns, maximising client satisfaction.
- Used SEO expertise with Google Analytics knowledge to deliver wide-reaching, high-performing digital marketing campaigns.
- Created a wide variety of digital marketing content, including blogs, social media content, videos, presentations and digital adverts.

**UX/UI DESIGNER** | 05/2019 - 05/2020
**J-WAYS - Sussah, Tunisia**
- Technologies: HTML5, CSS3, Javascript, JQuery, SASS, Bootstrap, CMS.
- HTML/CSS integration, and CMS javascript in compliance with the design.
- Optimization of the user experience: animations, interactions, responsive design, accessibility, performance.
- Led user experience studies to aid research and development analyses.
- Created innovative websites with animations, audio and video displays.
- Completed website backup and disaster recovery planning daily, reducing data hack or loss risks.
- Developed graphics for site pages following branding guidelines and best practices.
- Read and understand technical texts on Figma on design elements.
- Improved web design and usability through UX testing.
- Integrated advanced UI principles for user-centred design.
- Assessed design solutions while balancing needs of multiple stakeholders.
- Used Figma to design websites and mobile applications.

**WEB DESIGNER** | 08/2017 - 05/2019
**J-WAYS - Sussah, Tunisia**
- Integrated advanced UI principles for user-centred design.
- Created user flows, mockups and prototypes for improved design planning and implementation.
- Led user experience studies to aid research and development analyses.
- Developed graphics for site pages following branding guidelines and best practices.
- Improved web design and usability through UX testing.
- Designed digital animations using After effec.

**GRAPHIC DESIGNER** | 07/2016 - 08/2017
**J-WAYS - Sussah, Tunisia**
- Created corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Designed print materials such as brochures, banners and signs.
- Collaborated closely with clients to develop mockups and collect information for adjustments.
- Worked with clients to define marketing and design vision for various graphic design projects.
- Regularly updated company website with newly designed products.
- Designed new, on-brand visual elements focusing on concept and messaging.
- Formatted designs and media for print and web applications to deliver ready-to-use graphics.
- Utilised extensive knowledge of Adobe Photoshop and Illustrator to create high-quality images.

**FREELANCE GRAPHIC DESIGNER** | 05/2015 - 08/2017

**Allo-Fitness Avignon - Paris, france**
- Designed widely used printed materials for [OXYTY] and [X25 Minutes] campaigns, including pamphlets, magazine typography and billboards.
- Designed visual identities and graphics for [Action fitness] industry clients, including platform mock-ups, proposal decks and event branding.
- Created digital and motion design concepts to accompany and improve marketing collateral.
- Delivered creative briefs to tight deadlines, meeting specific design demands to guarantee client satisfaction.

## Skills

- Graphic and media design
- Adobe Creative Suite (Photoshop, Illustrator, Adobe XD, After effect..)
- Design Thinking
- Website design
- Digital graphics
- Digital marketing strategy
- Brand marketing

- Sponsorship and promotions
- Social media community growth
- Ability to work in a team environment with agile
- Strong creative culture/graphic design
- Good knowledge of social networks (Twitter, Instagram, FB, Tik Tok..)
- Wordpress
  HTML

## Education

**Higher Institute of Applied Sciences and Technolog - Sussah | Certificate of Higher Education**
Design, 2015

## Certifications

- Level Professional Scrum Master (PSM)

## Languages

**French:** First Language

**Arabic:** C1
Advanced

**French:** B2
Upper Intermediate

**English:** B1
Intermediate

**Italian:** A2
Elementary

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