Abderrahmane Marzoug

Senior Product Designer · UX/UI

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Senior product designer with over 15 years in design and visual communication. I design web and mobile journeys for banking, payments and business tools, combining UX/UI design, design direction, interactive mapping and AI-assisted prototyping.

Professional experience

B3G Technologies · Senior Product Designer | 2019–present

- **Umnia Bank:** UX/UI design and design direction for Uconnect mobile account opening and the staff interface for tracking applications.
- **MyWafacash:** UX/UI design and design direction across onboarding, wallet, money transfers and services including Floussy and CTM.
- **CDG Mobile:** journeys and interfaces for a banking platform serving notaries.
- **CAM Pay and CIH Pay:** mobile wallet and payment journeys, including adding bank cards to the CAM Pay wallet.
- **ACAPS and AirStatement:** regulatory reporting, fuel consumption tracking and invoicing interfaces.
- **CMI Bills:** UX/UI mockups and journeys for bill payments on payment terminals.

Matekap · UX Designer | 2012–2019

- **Radar Maroc and Taxiii:** mobile traffic and booking journeys from concept to launch. Careem acquired Taxiii.
- **M360:** co-designed a virtual tour platform for web and mobile, combining UX and 360° photography.

EFICA Consulting · Multimedia communications | 2010–2011

Created visual materials, photography and multimedia content for institutional clients.

Independent projects

- **Trees of Morocco:** illustrated web atlas of 13 trees in French, English and Arabic. Includes a map, species filters and profiles linked to documented locations.
- **Raptors of Morocco:** an illustrated web exploration of species and their habitats.

Expertise and tools

Needs analysis, information architecture, user journeys, prototyping, design systems, web and mobile interfaces, design direction and mapping. Graphic design, business materials, 3D and documentary photography.

Figma, Photoshop, Illustrator, InDesign, HTML/CSS and WordPress. AI-assisted code prototyping and visual exploration.

Education and languages

Google UX Design Professional Certificate · 2024
Licence professionnelle en développement multimédia · 2009
Arabic: native · French and English: fluent