Aymen Zarrouki

Senior Product Designer

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Lead Product Designer with 11 years of multidisciplinary experience, utilizing a strong foundation in Motion Design, Graphic Design, and Branding to craft immersive, high-fidelity user experiences. I specialize in architecting scalable Design Systems and transforming complex, data-heavy requirements into intuitive UI/UX solutions for the Fintech and Government sectors. By combining deep user research with rigorous system architecture, I deliver accessible journeys that solve real business problems. As a pioneer in AI-augmented design operations, I leverage custom automation to reduce development lifecycles by 80% without compromising quality.

Experience

Saudi Industrial Development Fund / Senior Product Designer

NOVEMBER 2024 - PRESENT

- Enterprise Design System Architecture: Built a bespoke, scalable Design System from the ground up (Foundations, Tokens, 50+ Components, and a library of ready-made templates), establishing a governance model that ensures strict adherence to accessibility standards and brand consistency across all government digital touchpoints.
- Client Portal Transformation: Leading the end-to-end redesign of SIDF's lending platform to achieve Frictionless Efficiency. I replaced manual, data-heavy processes with automated, pre-populated solutions, which drastically reduced loan request time and minimized user error rates. The new mobile-friendly interface utilizes Guided Intelligence to transform complex financial tasks into an immersive, seamless journey.
- Cross-Product UX Strategy: Serving as a lead design consultant for diverse internal applications, auditing and enhancing UI/UX standards to ensure a cohesive, accessible, and premium user experience across the entire SIDF digital ecosystem.
- AI & Automation Initiative: Pioneering a dual-track innovation strategy. I leveraged Figma MCP and Claude agent to accelerate the coding and architecture of the Design System, reducing its development time by 80%. Simultaneously, I deployed Figma Make workflows to generate fully functional, live websites for stakeholder testing—eliminating the need for engineering prototypes and enabling rapid iteration based on real user feedback.

EY / Product Design Lead

NOVEMBER 2023 - NOVEMBER 2024

- Enterprise UX Architecture: Architected mission-critical internal applications for the Banking and Insurance sectors at EY Luxembourg, specializing in translating complex business logic and institutional requirements into frictionless, high-performance user journeys and digital workflows.

Education

Institut des Hautes Etudes Commerciales de Carthage

Bachelor of IT for Business Administration & Computer Science

2011 – 2015

- Front-End Development: Technical proficiency in HTML5, CSS3, and React.
- Software Engineering: Strong foundation in Java, C#, and Database Management.
- Systems Strategy: Focused on the design and pilotage of Enterprise Information Systems.
- Business Core: Comprehensive study of Finance, Accounting, and Project Governance.
- Marketing & Behavior: Advanced coursework in Marketing Strategy and Consumer Behavior.
- Enterprise Tools: Practical knowledge of ERP and CRM ecosystems.

Core Competencies

Systems & Strategic Leadership

- **Design Operations (DesignOps):** Scaling design culture and internal workflows.
- **Design Systems Architecture:** Expert in Token-based systems and Atomic Design.
- **AI-Powered Product Strategy:** Leading GenAI integration and autonomous workflow design.
- **Cross-Functional Governance:** Bridging the gap between Business, Engineering, and Design.

- Central Bank Institutional Launch (Lead Project): Orchestrated the end-to-end creation of four public-facing websites from scratch for the Central Bank of Mauritania, defining the digital gateway for a nation.

- Brand Systems & Visual Identity: Designed the foundational visual identity, including bespoke logos and comprehensive brand guidelines for all four platforms to ensure a unified yet distinct institutional voice.

- Citizen-Centric UX & Multilingual Engineering: Led the UI/UX strategy to ensure the platforms were intuitive and accessible for all Mauritanian citizens. Collaborated closely with content strategists to engineer an immersive, multilingual experience in Arabic, French, and English, solving complex RTL/LTR navigation challenges to facilitate ease of use for a diverse population.

ArabyAds / Product Design Lead

MAY 2022 - NOVEMBER 2023

- Product Architecture (Innonative): Orchestrated the end-to-end creation of a sophisticated AdTech ecosystem from scratch. Simplified complex data logic into immersive, guided workflows, reducing campaign setup time by 60% and abandonment rates by 27%.

- Ecosystem Transformation (Boostiny): Spearheaded the comprehensive revamp of the influencer marketplace. Engineered a high-conversion onboarding journey that slashed user drop-off from 40% to 15% and optimized the end-to-end connection between brands and creators.
- Operational Intelligence: Redesigned core creator tools—including real-time tracking, deep-dive statistics, and automated reporting—achieving a 75% improvement in time-to-insight for users navigating complex performance data.

- Scalable Design Systems: Pioneered a multi-product Design System powered by Design Tokens, establishing a "Single Source of Truth" that increased feature adoption by 30% and accelerated engineering cycles across the organization.

- Strategic Complexity Management: Applied rigorous usability standards to bridge the gap between complex business requirements and intuitive user experiences, ensuring high-performance tools remained accessible to all expertise levels.

Earlier Experience

Metis Innovations Group Product Design Lead April 2017 - April 2018

KNSD Motion/Graphic Designer April 2017 - April 2018

Com Mania Graphic Designer Sep 2016 - April 2017

Groupe Daoudi Frères Graphic Designer Jan 2016 - July 2016

Karoui & Karoui Creative Community Manager May 2015 - Dec 2015

UX Architecture & Research

- **UX Strategy & Information Architecture:** Handling complex data-heavy ecosystems.
- **Product Discovery & User Research:** Hotjar analysis, usability testing, and validation.
- **Conversion Rate Optimization (CRO):** Data-driven design to reduce user drop-off.
- **End-to-End Journey Mapping:** Specialized in PropTech, InsurTech, and FinTech journeys.

Interaction & Visual Excellence

- **High-Fidelity UI/UX Design:** Immersive web and mobile interface creation.
- **Motion Design & Micro-interactions:** Using After Effects for polished product feel.
- **Brand Identity Systems:** Developing scalable visual languages and guidelines.

Technical Stack

- **Design & Prototyping**
  Figma (Expert) · Sketch · InVision · FigJam · Origami Studio
- **AI-Augmented Workflows**
  Figma AI (Make/MCP) · Claude AI · NotebookLM · Cursor · Antigravity
- **Development & Engineering Handoff**
  Front-End: HTML5 · CSS3 · React · JavaScript · Tailwind CSS · Webflow
- **Legacy Logic:** Java · C# · SQL (Database Management)
- **Handoff Tools:** Zeplin · Storybook
- **Project Management:** Jira · Asana · Azure DevOps
- **Creative Suite :** Photoshop · Illustrator · After Effects · Premiere Pro

Languages

Systems & Strategic Leadership

- **Arabic:** C2 (Native)
- **English:** C1 (Advanced)
- **French:** C2 (Mastery)
- **Spanish:** B1 (Intermediate)

Social / Portfolio

Systems & Strategic Leadership

Linkedin : linkedin.com/in/aymen-zarrouki
Dribble : dribbble.com/aymenzarrouki