

Sidne Beybine

Product Designer | UX/UI | Design Systems | Webflow

sidne.design

contact@sidne.design

Disponible en remote & opportunités internationales

RÉSUMÉ PROFESSIONNEL

Product & UX Designer with 4+ years of experience specializing in designing digital products focused on conversion and measurable results. I design functional and aesthetic interfaces—from on-site user research to Webflow implementation. Co-founder of a Fintech SaaS project in Mauritania. Google UX Design Certified. Available for freelance missions and full-time (ICD) opportunities.

Professional Experience

SMARTMS

May 2024 – Aug 2025

Lead UX/UI & Front-end Designer

- Led UX/UI design for government platforms (CNAM, Khidmaty), improving navigation, accessibility, and user flows
- Designed and implemented a scalable design system (including dark mode) used across multiple products
- Collaborated closely with developers to ensure consistency between design and implementation
- Contributed to multiple digital services (GMAO, Mewa3id, Smart Services) from concept to delivery

Freelance Product Designer

Aug 2025 – Present

CaisseFlow · Co-Fondateur & Product Designer

- Conducted field research across 7 agencies to identify operational pain points
- Defined MVP and designed a mobile-first product to reduce transaction errors
- Led product design from concept to market-ready solution

Signusk (Safety App – KSA)

- Designed a bilingual UX experience (AR/EN) for large-scale crowd navigation
- Created full user flows and 20+ screens for mobile application
- Focused on clarity and usability in high-stress environments

EDUCATION & CERTIFICATIONS

Technical Bachelor in Infographics — Marrakech

Google UX Design Certificate

Design Thinking Certification

Angular Certification

LANGUES

Arabic

Native

Français

Fluent

Anglais

Intermediate

Intermediate (B1–B2)

4+ years experience

· 3 markets (KSA, MAU, MOR)

· 1 co-founded product

· Google UX Certified

BIMBANK (Refonte bancaire)

- Led UX audit and restructured website architecture (sitemap & flows)
- Designed responsive UI aligned with banking trust standards
- Delivered full redesign from structure to interface

Développement Webflow

- Built pixel-perfect websites from Figma
- Created CMS-driven platforms and advanced interaction
- Delivered responsive, production-ready websites

Awlyg — Designer UX/UI

Jan 2023 – Nov 2023

- Designed wireframes and interactive prototypes for school management systems
- Collaborated with developers to ensure accurate implementation

IC-Tech — UX/UI & Graphic Designer

Sep 2021 – Dec 2022

- Designed interfaces for food e-commerce platform
- Conducted user surveys and supported marketing materials

SKILLS

UX/UI Design

- Design Systems · Information Architecture · User Journey · Wireframing · High-fidelity Prototyping · Responsive Design · Dark Mode

No-Code & Dev

- Webflow (Client-First) · WordPress · HTML · CSS · JavaScript · Angular · Bootstrap

Outils

- Figma · Adobe XD · Photoshop · Illustrator · After Effects · InDesign · Miro · Notion

Product

- UX Research · MoSCoW · User Testing · MVP Definition · Stakeholder Management · Agile/Scrum

IA & Growth

- Prompt Engineering (ChatGPT, Midjourney, Claude) for workflow acceleration

sidne.design

contact@sidne.design

Disponible en remote & opportunités internationales

EDUCATION & CERTIFICATIONS

Technical Bachelor in Infographics — Marrakech

Google UX Design Certificate

Design Thinking Certification

Angular Certification

LANGUES

Arabic

Native

Français

Fluent

Anglais

Intermediate

Intermediate (B1-B2)

4+ years experience

· 3 markets (KSA, MAU, MOR)

· 1 co-founded product

· Google UX Certified