

# Ahmed Maknessi

## UX/UI Designer — Communication Specialist

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### PROFESSIONAL SUMMARY

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Multidisciplinary Product Designer specializing in UX/UI, interaction design, and design systems for web, mobile, and emerging technologies including Web3, blockchain, and AI SaaS. Proven record of improving engagement and usability through data-driven research, WCAG 2.1 accessibility, and Agile collaboration. Also experienced in strategic communication design, brand storytelling, and campaign execution.

### WORK EXPERIENCE

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#### UX/UI Instructor · *Part-time*

Feb 2026 – Present

##### GOMYCODE

- ▶ Designed and delivered hands-on UX/UI courses covering user research, wireframing, prototyping, and design systems using Figma; guided learners through real-world project briefs aligned with industry standards.
- ▶ Mentored aspiring designers through portfolio reviews and one-on-one feedback sessions, helping students build job-ready skills and transition into professional UX/UI roles.

#### Web3 UX/UI Designer

Jan 2025 – Present

##### Dar Blockchain

- ▶ Designed TalentAI (AI SaaS for hiring): end-to-end UX/UI, user flows, and design system foundations to support scalable feature delivery and clear recruiter workflows.
- ▶ Designed and elaborated the communication plan for Hedera Africa Hackathon — Africa's largest Web3 hackathon with a \$2M+ prize pool and 10k+ participants across 15+ countries.
- ▶ Established a design system and WCAG 2.1 accessibility standards; partnered with engineering in Agile sprints for consistent release quality.

#### UX/UI Designer

Oct 2023 – Aug 2024

##### Digit-U

- ▶ Led end-to-end UX/UI for BTK BANK's next-gen ATM interface, increasing accessibility and task efficiency through simplified flows and contrast-aware UI.
- ▶ Drove research, personas, and A/B testing; heuristic improvements raised conversion by 25% on key product journeys.
- ▶ Maintained component libraries and process documentation for efficient development handoff.

#### UX/UI Designer

Mar 2023 – Jul 2023

##### Quicktext

- ▶ Built information architecture and journey maps for a customer service platform; interactive prototypes reduced design iteration cycles by 30%.
- ▶ Led stakeholder interviews and requirements synthesis to inform roadmap and prioritization.

#### UX Design Instructor · *Part-time*

Jul 2022 – Feb 2023

##### IronHoster

- ▶ Built and delivered an interactive UX/UI curriculum; mentored students on best practices and tooling.
- ▶ Updated materials and assessments to align with current UX methods and industry expectations.

#### UX/UI Designer

Jul 2022 – Feb 2023

##### Inspire Group

- ▶ Designed responsive web and mobile interfaces using design thinking and iterative testing.
- ▶ Created design systems (style guides, component libraries, interaction patterns) and collaborated via Jira and Agile workflows.

## UX/UI Designer

Dec 2020 – Jul 2021

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- ▶ Led design from concept to implementation for web/mobile products; produced user journeys, wireframes, and prototypes.
- ▶ Ensured responsiveness and cross-browser compatibility; optimized layouts using analytics and user feedback.

## Community Manager

Mar 2019 – Jul 2019

FormaLab

- ▶ Produced visuals for Summer Bootcamps, managed content calendars and campaign launches across platforms.
- ▶ Ran paid social campaigns with audience targeting, budgets, and A/B tests to increase engagement.

## EDUCATION

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### Master's Degree — Monitoring & Competitive Intelligence

Sep 2023 – Jul 2025

Higher School of Digital Economy, University of Manouba

### Licentiate Degree — E-Business

Sep 2018 – May 2022

Higher School of Digital Economy, University of Manouba

## CERTIFICATION

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### Enterprise Design Thinking Practitioner

November 2025

Issued by IBM · [View Credential](#)

## SKILLS

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**Design:** Product Design · UX/UI Design · Interaction Design · Design Systems · Information Architecture · Wireframing · Prototyping · User Research · Usability Testing · A/B Testing · Accessibility (WCAG 2.1) · Heuristic Evaluation · Journey Mapping · Design Thinking

**Tools:** Figma · Adobe XD · Sketch · Miro · Framer · ProtoPie · Photoshop · Illustrator · InDesign · Canva · After Effects · Premiere Pro

**Development:** HTML · CSS · JavaScript · WordPress · Responsive Design · Mobile-First

**Process:** Agile · Scrum · Design Sprints · Stakeholder Management · Design Handoff · Cross-Functional Collaboration

**Communication:** Presentation Design · Brand Storytelling · Campaign Strategy · Content Design · Web3

## LANGUAGES

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**Arabic** — Native   **English** — Professional   **French** — Conversational