

Zakaria El Meskini

Denver, CO • +1 (720) 687-9690 • zakariaelmeskini6@gmail.com • zakariaelmeskini.com • Zakaria.elmeskini@gmail.com

AUTHORIZED TO WORK IN THE US (GREEN CARD HOLDER)

PROFESSIONAL SUMMARY

Accomplished UX/UI Designer with extensive experience architecting scalable design systems, intuitive digital interfaces, and high-converting cross-platform journeys across diverse sectors—including gaming, iGaming/casino, mental health & wellness/meditation, enterprise B2B SaaS, Web3/GameFi, travel/hospitality, and EdTech. Adept at driving the full product lifecycle from exploratory discovery and user research through wireframing, high-fidelity interactive prototyping, usability validation, and developer handoff. Recognized for aligning user-centric methodologies with strategic business goals, implementing rigorous WCAG 2.2 AA accessibility standards, and integrating modern AI-assisted workflows to accelerate cross-functional Agile product delivery.

CORE COMPETENCIES & TECHNICS

UX Research & Evaluation: User Interviews, Usability Testing, Journey Mapping, User Personas, Information Architecture, Task Flow Analysis, Competitive Audits, Heuristic Evaluation, Quantitative & Qualitative UX Analysis

UI & Interaction Craft: Design System Architecture, Design Tokens, Multi-Breakpoint Responsive Design, Tokenized Component Libraries, WCAG 2.2 AA Accessibility, Micro-interactions, Dark Mode UI, Gamified & Immersive UI

Prototyping & Technical Alignment: Low-to-High Fidelity Prototyping, Wireframing, User Flow Diagramming, Design-to-Code Handoffs, Front-End Alignment (HTML5, CSS3, Tailwind CSS), Motion Design Principles

Tools, AI & Methodologies: Figma, FigJam, AI-Assisted Prototyping Workflows, Prompt Engineering for UX Documentation, Agile/Scrum Sprint Pods, Cross-Functional Team Alignment (US & International), A/B Testing & Conversion Rate Optimization (CRO)

PROFESSIONAL EXPERIENCE

Freelance Web Designer & Logistics Contractor

United States | Dec 2025 – Present

- Design and build custom, responsive websites and brand presences for local businesses, managing end-to-end client consultation, wireframing, component structuring, and front-end delivery.
- Manage independent delivery and logistics operations (Uber Eats, DoorDash, logistics platforms) with consistent five-star ratings and reliable customer service.
- Dedicate structured non-operational hours to advanced daily upskilling: earning specialized IxDF certifications, mastering AI-assisted design workflows, and building production-ready portfolio case studies.

UX/UI Designer | Globant

Morocco (Hybrid / US & EU Team) | Sep 2024 – Nov 2025

- Designed and delivered end-to-end UX/UI flows across diverse client projects spanning enterprise B2B SaaS, gaming, iGaming/casino, and mindfulness/meditation platforms.
- Engineered high-engagement casino and gaming interfaces, integrating dynamic reward loops, immersive visual interactions, and seamless onboarding experiences.
- Crafted user-centric interaction models for wellness and meditation experiences, focusing on calming aesthetic hierarchy, audio-visual feedback, and friction-free session navigation.
- Collaborated across distributed international teams (US & Europe), pitching UX rationale in sprint reviews and translating business objectives into high-fidelity designs for 50,000+ active users.
- Maintained WCAG 2.2 AA design tokens in Figma and leveraged AI prototyping tools to test dynamic UI variations, drastically reducing iteration turnaround times and engineering rework.

UX/UI Designer | Carresa

Morocco (On-site) | Mar 2024 – Aug 2024

- Redesigned full-funnel travel booking for flights, hotels, and drivers with marketing and dev teams, boosting conversion rates by 18%.
- Designed and delivered a native mobile travel companion app from scratch to track post-booking itineraries and live trip updates.
- Conducted regular A/B and usability tests to streamline checkout flows and unified branding across all digital touchpoints.
- Built, maintained, and documented reusable Figma component systems that accelerated cross-functional sprint delivery.

Lead UX/UI Designer (Sole Designer) | Yool.Education

Morocco (On-site) | Jul 2023 – Feb 2024

- Architected the complete web and mobile educational ecosystem from scratch, including live interactive sessions, courses, and social feeds.
- Designed internal workforce management portals covering shift time-tracking, payroll, schedules, and team meeting management.
- Delivered responsive, pixel-perfect component libraries aligned with engineering constraints to eliminate developer rework.
- Built interactive community features enabling multimedia sharing, student discussions, and teacher feedback loops.

UX/UI Designer | Kayros

Morocco (Remote / Global Team) | Aug 2022 – May 2023

- Spearheaded design system architecture and multi-breakpoint responsive design for a Web3 GameFi discovery platform.
- Designed high-fidelity interfaces for airdrop trackers, quest completion hubs, game directories, and Kayros wallet integrations.
- Built a comprehensive dark-mode component library with standardized search/filtering mechanics and editorial blog layouts.

UX/UI Designer (Internship) | Alter Learning

Morocco (Remote / Global Team) | Feb 2022 – Jul 2022

- Established foundational design systems including spacing scales, responsive button variants, typography, and accessible color palettes.
- Enforced strict WCAG accessibility standards to ensure high-contrast readability across diverse learner demographics.

EDUCATION

Bachelor of Science in Physics | Hassan II University of Casablanca

Casablanca, Morocco

Faculty of Sciences Ain Chock (FSAC)

CERTIFICATIONS

- **Master Certification:** Digital Product Design: UX Research & UI Design
- **Google:** Conduct UX Research & Test Early Concepts
- **IxDF:** AI for Designers
- **IxDF:** Design for the 21st Century (Don Norman)
- **IxDF:** Data-Driven Design: Quantitative UX
- **IxDF:** Design for Thought & Emotion | Beginner's Guide