

# Mohamed Ben Dali Hassen

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 Portfolio

## Senior Product Designer | UX Strategy, Accessibility & Design Systems

Senior Product Designer with 12+ years of experience designing complex B2B and SaaS platforms in the transportation, finance, and education sectors.

Expert in transforming data-heavy workflows into accessible, efficient, and business-impacting user experiences.

Strong focus on product usability, accessibility (WCAG 2.2), and design system scalability. Collaborates closely with product managers and developers to align user needs with business outcomes.

### Work Experience:

**Senior Product Designer**, Expretio Technologies, Canada, Quebec, November 2021 - July 2025

- Led UX and UI design for a **Revenue Management SaaS platform** used by major railway operators (SNCF, RENFE, THALYS), improving analysts' efficiency and decision-making.
- **Redesigned critical workflows** for forecasting, pricing, and reporting, reducing task time by **30%**.
- Built and maintained a **scalable design system** with tokens, components, and accessibility guidelines, ensuring cross-platform consistency.
- Conducted **usability tests and user interviews** with internal users (sales, analysts, operations managers) to inform feature prioritization.
- Partnered with developers and PMs to ensure high-quality delivery aligned with business goals.
- Performed **accessibility audits** (WCAG 2.2, CLF compliance), closing key usability gaps across the platform.
- Drove the **long-term UX vision** through roadmap proposals and continuous design improvement initiatives.

## Lead UI/UX Designer, Values Digital Services, Tunis, Tunisia, July 2018 - October 2021

- Designed a **mobile and web banking app** adopted by **300K+ users**, increasing engagement and satisfaction (CSAT +25%).
  - Introduced **UX enhancements** that reduced customer support tickets by **35%**.
  - Conducted **user research** (surveys, interviews, usability testing) to validate concepts and improve usability.
  - Built **responsive and accessible UIs** using the Backbase Design Framework.
  - Delivered **interactive Figma prototypes** and documentation for faster development cycles.
- Facilitated **training sessions and workshops** to improve UX understanding among stakeholders.

## UX/UI Designer - Jira Plugin Development, Spectrum, Tunis, Tunisia, October 2013 - June 2018

- Designed and iterated **multiple Jira plugins** for the Atlassian Marketplace.
- Collaborated with PMs, developers, and QA teams to define features based on real user pain points.
- Conducted **usability testing** and implemented iterative improvements post-release.
- Ensured visual and interaction consistency across plugins through reusable UI patterns.
- Participated in **agile workflows** (scrum, retrospectives, stand-ups) for alignment and delivery pacing.

## Education:

Bachelor of Fine Arts in Interactive Design / Higher Institute of Multimedia and Web – Tunis, Tunisia. Graduated: June 2006

## Relevant Courses:

- Complex UX Design (2024)
- Professional Product Discovery and Validation (2025)

## Skills:

- **UX Design:** User Research, Wireframing, Prototyping, Usability Testing, Information Architecture
- **Product Strategy:** Design Systems, Product Discovery, UX Roadmapping, Business Alignment
- **Design Tools:** Figma, Sketch, Adobe XD, Creative Suite
- **Accessibility:** WCAG 2.2, CLF, Inclusive Design

- **Collaboration:** Agile, JIRA, Trello, Confluence
- **Frontend Knowledge:** HTML, CSS, JavaScript

## References:

Available upon request.