

My name is **Yassine Zouli**. Brought up in **Amsterdam**'s digital landscape and now based in **Dubai** to deliver **business impact** through digital experiences - focusing on **strategy**, **functionality**, **design & motion**.

Core Skills

User research
Trend analysis
Co-creation workshops
UX (Low fi design/prototyping/testing)
UI (Branding & Visual Design)
Copywriting
Storytelling
Motion Graphics (2D Animation)
Videography
Hackathon setups

Industry Expertise

Extended Reality (AR/VR/MR)
Healthcare
Fintech, Banking propositions
Blockchain
Social Robotics
Government affairs

Tools & Technologies

Figma, Sketch, Zeplin, Adobe
Photoshop, Adobe XD, Invision,
Axure, Keynote, Adobe After Effects,
Adobe Premiere, Illustrator,
Powerpoint, Resolume and more.

Education

THNK Innovation program

Certificate at the School of Creative Leadership

Global Trendwatching

B.ASc. minor at University of Applied Sciences in Amsterdam

Communication and Interactive Media Design

B.ASc. at University of Applied Sciences in Amsterdam

I Speak

Dutch on a fluent level
English on a fluent level
Arabic on a conversational level
French on a beginners level

Getting in contact

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References

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Work Experience

CURRENT POSITION

Talabat | Delivery Hero // Lead Product Designer

Dubai, Jan 2023 - Present

As a design lead at Talabat (entity of Delivery Hero) I'm responsible for driving customer retention. I orchestrate design experiments that drive our metrics while aiming to elevate the end-to-end user experience, ultimately compelling our valued users to choose us for their daily needs. Key responsibilities: management of design team, trend analysis, strategic alignment, research and design execution.

PREVIOUS POSITIONS

The creative guy // Senior Product Designer

Amsterdam, London, Paris, Aug 2013 - 2023

I'm a freelance T-shaped creative striving for a measurable outstanding user experience with every interactive product or service. I believe in a human centered design proces. My expertise unfurled to cover a sufficient part of the digital landscape: trendanalysis, user research, value proposition design, interaction design (UX), visual design, video and motion graphics. Available from time to time for freelance projects and longer interim positions.

Studio Morrow // Co-Founder & XR Designer

Amsterdam, Nov 2018 - Jan 2020

We believe in the ideal symbiosis between human, nature and technology. By analyzing global trends, experimenting with the latest wearable hardware and researching customer needs and journeys, we proposition branded digital experiences based on your surroundings. We create experiences in AR, VR and MR, but also do Experience Design (Websites, Mobile Apps) to get you up to the latest industry standards.

Deloitte Digital // User researcher & UX/UI designer

Amsterdam, Jun 2016 - May 2019

I have been part of quite some projects at Deloitte. Every project had its own context, scope, target market and business challenges. Meaning that being resilient in my approach was one of the keys to successfull results, which is something I thrive on. Depending on the client and project, my role spanned between User researcher, UX/UI designer and Technology Consultant. Main activities within these roles: user research, trend research, service design workshops, wireframing, Visual interface design, Animation, organizing and facilitating workshops and hackatons. Most commonly working agile using scrum.

Jason Rocco // Digital Designer

Amsterdam, Aug 2012 - May 2019

I started freelancing mid 2011 as a self thought visual artist using the brandname Jason Rocco. I grew my creative expertise through multiple online studies, using different tools and techniques to craft experiences for visual communication. Services in the early years included a lot of storytelling, directing films, video editing, animating and even live visuals (VJ-ing in night clubs). Quite quickly I shifted my focus towards being a fulltime UX Designer (around 2014) as this was the long term ambition. All my academic education focused on UX - building human centered interactive digital products and services. From this period of time until today, I gladdened many clients with my creative skills.

Mooie Jongens Studios // Product Design Lead (interim)

Amsterdam, Apr 2014 - Jan 2015

I joined this startup in the music industry in 2014. The two co-founders (both experienced in audio equipment and sound engineering) begun their startup adventure by building an extensive professional recording studio in the centre of Amsterdam. They encountered challenges with their business model and target market - this is where I came in as a consultant and interactive design lead.

I conducted quite some (field) research and helped shape a new value proposition and business model. After a phase of concepting and designing I helped set up a team of other creatives to further develop and run the online platform for the Mooie Jongens recording studio.

RTL Group // UX/UI Designer

Amsterdam, Feb 2011 - Jun 2012

RTL Nederland (part of RTL Group) is the largest European broadcaster of commercial radio and television. I was part of a creative team within the RTL concepts development. Main objectives were to convert marketing goals into cross medial TV formats. Led by an art director, I attended brainstorm and visualized concepts. Examples of what I created as a visual concept designer; online banners, motion graphics (bumpers, logo's) meant for broadcasting, TV studio components on print and keynote presentations.

Other Employers // Design internships & junior positions

The Netherlands, Aug 2005 - Feb 2011

10+

Years of working experience

74

Projects that made an impact

22

Leading roles within digital projects

34

Mobile Apps / Mobile responsiveness