



YASSINE EL IDRISSE

Product Designer

Product Designer specializing in UX, I translate user insights into core drivers for business growth. I am dedicated to building ethical, accessible, and frugal solutions driven by empathy.

EXPERIENCES

Product Designer R&D

Freelance, 11/2025 - Present, remote

- Building a modular, anti-guilt food tracking tool tailored for vulnerable users. Led UX research with patients and healthcare professionals.
- Deployed a local-first RAG tool to ingest personal data securely with zero external transfers (n8n, Ollama, pgvector).

Product Designer UX

900.care, 09/2024 - 09/2025, Paris

- **Conversion rate**: boosted from 5.4% to 5.9%.
- **Customer retention**: maintained above 70%.
- **Average order value**: increased by 47% following a sales funnel redesign.
- UX research: Quantitative surveys, 20+ qualitative interviews.
- Visual design: Built a scalable design system, collaborated closely with developers and the product manager.
- Shipped a new subscription space, optimized cancellation flows, redesigned the homepage and product catalog.

UX/UI and Interaction Designer (Freelance)

OLA, MCB, OsteoDS, 07/2023 - 07/2024, remote

- Designed a high-converting landing page for a travel agency.
- Managed and deployed sites using Webflow, Wix Studio, and WordPress.
- Performed SEO audits and implemented organic growth strategies.

Art Director (Intern and freelance)

Maison Le Roux, 05/2022 - 06/2024, Paris

- "Salon du Chocolat 2022": Designed and managed two pop-up retail spaces.
- Refined the brand book, ensured brand consistency across all touchpoints.
- Creative direction for packaging, print publishing, retail and photography.

EDUCATION

Master in UX Project Management

09/2024 - 09/2025, ISCOD, apprenticeship, France

Master in Digital Design

09/2020 - 11/2022, EDNA, Nantes, France

Bachelor in Graphic Design

09/2016 - 11/2019, Quasar Institute, Rome, Italy

CONTACT

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N° on demand

SKILLS

Analytics and strategy

- KPI, OKR
- Qualitative, Quantitative
- Metabase, Datadog

Design tools

- UI Design, Figma, Framer, Adobe
- Design Systems
- Scrum, Sprint Planning

AI and Web

- Claude Code, MCP
- HTML/CSS, GitHub, SEO
- n8n Automation

LANGUAGES

French: Native

English: C1

Italian: C1

Spanish: A2

Arabic: A1