



YASSINE EL IDRISI

Product Designer

As a Product Designer specializing in UX, I build purposeful and accessible solutions where user insights serve as a concrete lever for growth and business performance.

CONTACT

contact@yassineelidrissi.com
www.yassineelidrissi.com
[Phone n° on request](#)

SKILLS

Analytics & web

- UX Research
- Metabase, Datadog
- HTML/CSS, GitHub, SEO

Design

- Scrum, sprint planning
- Figma, Framer
- Design systems
- Adobe suite, Affinity

IA automation

- Gemini, Chat-GPT, Claude
- N8N, Loveable

LANGUAGES

French : Native

English : Fluent

Italian : Fluent

Spanish

Arabic

INTERESTS

Health, nutrition
Climbing, hiking
Tech, low-techs
Photography

EXPERIENCES

UX Product designer

900.care, sept. 2024 - sept. 2025

- Conversion rate: Boosted from 5.4% to 5.9%.
- Customer retention: Maintained consistently above 70%.
- Average order value: +47% increase following a sales funnel redesign.
- Quantitative surveys, qualitative interviews and moderated user testing.
- Delivered hi-fi mockups and engineered a scalable design system.
- Shipped a new subscription space, optimized cancellation flows and led the homepage and product catalog redesign.

Interaction designer

Freelance : OLA, MCB, OsteoDS, 2023 - 2024

- Designed 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

Maison Le Roux, Freelance (10 months), Internship (6 months)

- Collaborated with the Marketing Department to define and evolve the brand's visual identity.
- Deployed brand assets across all digital communication channels and print materials for retail locations.

EDUCATION

Master's in UX Project Management

2024-2025, ISCOD, apprenticeship, France

Master's in Digital Design

2020-2022, EDNA, Nantes, France

Bachelor's in Graphic Design

2016-2019, Quasar Institute, Rome, Italz