NADIA DJELLALI

USER EXPERIENCE & INTERFACE DESIGNER

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EXPERIENCES

UX/UI DESIGNER, *Freelance, Jan. 2021 - present*

- **THE WEDDING EXPLORER,** *75009 Paris, Sept. 2022 - Mar. 2023*
  - Redesign of The Wedding Explorer ↗ platform, a start-up that helps future brides find their outfit for D-Day.
  - Increased conversion rate, resulting in a 55% decrease in bounce rate and a 45% increase in average session duration.
  - Deployment of SEO-focused strategies: creation of keyword-rich content and optimization of information architecture, resulting in a 50% increase in organic traffic in 4 months and positioning on the 1st page of Google.

- **FREELANCE,** *Full Remote, Feb. 2021 - June. 2022*
  - Collaborated with stakeholders to imagine and iterate on UI components, which led to an overall score of 4.5 out of 5 in app usability.
  - Used user research findings to reshape the customer journey, resulting in a 40% decrease in payment abandonment rate.
  - Expanded User Research methods to gather feedback from over 100 users, resulting in a 30% increase in engagement metrics, such as time spent on the platform and number of interactions.

- **PRO PROJECT DIGITAL CAMPUS,** *75011 Paris, Sept. 2020 - Jan. 2021*
  - Defense of my dissertation ↗ in front of industry experts, which earned me 2nd place out of 52 competing projects.

FRONT-END DEVELOPER, *Freelance, Feb. 2018 - June 2022*

- **CYBERDIAN,** *75010 Paris, Mar. - June 2022*
  - Used ReactJs to optimize the performance of the Dane app and site, resulting in a 40% decrease in page load times.

- **FREELANCE,** *Full Remote, Jan. 2019 - Feb. 2022*
  - Website design under ReactJs and NodeJs with an emphasis on visual and ergonomic design.
  - Identification of opportunities for improvement through web standards and conventions, for useful and usable interfaces.

- **DATA-GEST,** *92130 Issy-les-Moulineaux, Feb. 2018 - Dec. 2018*
  - Web development training ReactJs & NodeJs at the Wild Code School, Paris 05 ; then an internship in a marketing company.

SKILLS

- User Research
- Visual Design
- Digital Strategy
- Heuristic Evaluation
- Persona
- Information Architecture
- Wireframe
- Prototyping

- Figma, AdobeXD, Sketch
- HTML, CSS, JS
- English - B2 Advanced

- Team Player
- Problem Solving
- Curiosity
- Digital Standby

EDUCATIONS

Google Career Certificates
2022 | Google UX Design

Digital Campus, 75011 Paris
2019-2021 | Master 2 Digital Strategy, Mention Bien - 2nd of promotion

INTERESTS

Certified PADI Open Water Diver

Born in 83, raised in geek culture.

Passionate about architecture, especially Bauhaus & Palm Springs.