RAMI EL MAHER

Head of Design | UX/UI Consultant & Auditor / Product Designer



PERSONAL DETAILS

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PROFILE

I'm Rami El Maher, a 25-year-old product designer with over 6 years of hands-on experience working with global brands and startups. With a keen eye for detail and a focus on creating seamless user experiences, I specialize in transforming complex concepts into intuitive, visually engaging digital products. My expertise lies in balancing user needs, business goals, and technical possibilities to design solutions that are not only functional but also deliver true value to users.

Throughout my career, I have honed my skills in wireframing, prototyping, and user testing, collaborating closely with stakeholders and development teams to ensure the end product exceeds expectations. By leveraging research-driven insights, I continuously refine designs to ensure they align with both user preferences and market trends.

EXPERIENCE

Senior UX/UI Designer Oct 2025 - Present
SUHOB INTEGRATED COMPUTER SOLUTIONS, Kuwait
I work as a Senior UI/UX Designer on complex, large-scale digital projects delivered for government entities in Kuwait. My role spans the full product design lifecycle across various digital solutions, including platforms, systems, applications, and interfaces. I focus on transforming complex requirements into clear, usable, and scalable user experiences through research-driven and user-centered design.

As the only Senior UI/UX Designer in the company, I lead design direction across multiple projects, contribute to product and experience strategy, and act as a UX/UI consultant and design auditor to ensure high standards of usability, consistency, and quality.

Key Responsibilities & Contributions:

- Conduct UX and UI research to analyze user needs, workflows, and system complexity
- Define user journeys, information architecture, and interaction models for diverse digital products
- Create wireframes, prototypes, and detailed UI designs for platforms, systems, and applications
- Present design concepts, user flows, and UI solutions to stakeholders and decision-makers
- Act as UX/UI Consultant and Auditor, reviewing designs for usability, accessibility, and consistency
- Perform UX/UI quality testing and validation after development
- Collaborate closely with developers, testers, product managers, technical leads, and managers
- Collaborate with marketing and sales teams to support tender submissions by delivering strong, compliant design solutions that enhance proposal quality and increase the likelihood of winning.
- Lead design decisions, maintain design standards, and ensure consistency across multiple projects

Head of Design | Product Designer (UX/UI | Research) Nov 2023 - Nov 2025

Quicktext, Paris, Île-de-France, France

As the Head of Design for the #1 AI and Big Data SuperApp in the hotel industry, I lead the design process across both web and mobile platforms. My responsibilities include overseeing the creation of user experiences and interfaces, from conducting user research and analyzing needs to developing prototypes and conducting post-development testing.

Additionally, I collaborate closely with the marketing team to shape the company's global visual identity and enhance its digital presence. I produce tailored visual content for marketing campaigns, social media platforms, and digital advertisements, ensuring the brand's values are consistently conveyed and its reach is extended.

Key Responsibilities:

- Lead and manage comprehensive UI/UX design processes for web and mobile platforms
- Conduct user research and behavioral analysis to identify design opportunities and optimize user experience
- Design intuitive and responsive user interfaces that align with business goals and user needs
- Test and refine interfaces post-development to ensure quality, usability, and performance
- Develop and maintain a consistent design system across all digital platforms
- Collaborate with the marketing team to develop and communicate the company's visual identity
- Create professional visual content for marketing campaigns and digital presence

Co-Founder & Executive Partner Apr 2023 - Jun 2025

PIXIHIVE

I led the design and development of digital solutions at Pixihive, delivering web and mobile platforms, brand identities, and strategic marketing assets. I collaborated directly with clients and multidisciplinary teams to translate business requirements into scalable platforms and seamless user experiences. I was responsible for UX strategy, visual direction, and hands-on design execution across a wide range of projects. My work focused on delivering high-quality, user-centered solutions that aligned with business goals and contributed to the agency's growth and reputation.

Partner (Tech Blogger - Digital Marketing Manager - Web Developer) Feb 2021

Unboxing TN

Co-managing a tech-focused social media platform specializing in product reviews, unboxings, and digital content. Responsible for content creation, web development, and digital marketing strategies to grow audience engagement and online visibility.

Key Responsibilities:

- Created and published tech reviews, unboxing videos, and blog content
- Managed website development and maintenance using WordPress
- Led SEO and SEM strategies to drive organic traffic and visibility
- Designed visuals and graphics for social media and web platforms
- Planned and executed digital ad campaigns (Facebook Ads, etc.)
- Engaged with tech communities and coordinated brand collaborations

UI/UX Designer May 2022 - Apr 2023

eNano-Tech, Monastir, Tunisia

Interaction design and prototyping - Wireframing and mockups - UI/UX testing and validation post development - User experience (UX) design - User interface (UI) design - Backoffice Dashboard , ERP, CMS, CRM platforms and App Design - User research and testing - Design thinking and problem-solving - User-centered design - Mobile design and responsive web design - Accessibility and inclusive design - Design tools (e.g. Sketch, Figma, InVision, Adobe Creative Suite, etc.) - Graphic design and visual communication - Branding and brand identity development - Corporate identity design - Concept development and ideation

- Typography, color theory and layout design - Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, etc.)

Social Media Marketing Manager Dec 2021 - Jun 2022
OnePlus
Social media management - Content creation and curation - Community engagement and moderation - Analytics and reporting - Brand management and representation - Video and graphic design - Ad campaign management (e.g. Facebook Ads, Google Ads, etc.) - Copywriting and editing - Customer service and support

Social Media Marketing Manager Sep 2021 - Jun 2022
infinix mobile, Tunisia
Social media strategy and management - Content creation and curation - Community management and engagement - Analytics and performance reporting - Brand representation and management - Graphic and video design - Advertising campaign planning and execution - Copywriting and content editing - Customer service and support

Frontend Developer & UI/UX Designer Sep 2021 - Apr 2022
Cerebrra, Tunis, Tunisie
HTML, CSS, and JavaScript coding - E-commerce website design and development - Responsive design - User experience (UX) and user interface (UI) design - Web design software (e.g. Adobe Creative Suite) - Prototyping and wireframing tools (e.g. Sketch, Figma) - Angular framework knowledge and experience - Accessibility and inclusive design

Front-End Developer Feb 2021 - Jan 2022
E-VIIU
WordPress development and customization- HTML, CSS, and JavaScript coding- Server and hosting management- PHP programming- MySQL database management- Web design software (e.g. Adobe Creative Suite)- SEO best practices- Web hosting and domain management- Plugin and theme development

Front-End - Web Integrator Jun 2019 - Jun 2020
The Select Group
HTML, CSS, and JavaScript coding - Angular framework knowledge and experience - Website design and development - Responsive design - Cross-browser compatibility

LANGUAGES

Arabic

French

English

HOBBIES

- Tech Blogging & Product Reviews
- Traveling