



## profile

UX/UI Designer and Digital Marketing Specialist with over 3 years of experience in the full product design cycle, user research, and responsive web development. With dual Master's degrees in UX/UI Design and Digital Project Management from Ecole Supérieure du Digital and ECV Toulouse in France, I have gained extensive expertise in building scalable design systems, implementing WCAG accessibility standards. Having worked across France and Dubai, I am dedicated to creating intuitive, inclusive, and high-impact digital experiences for both local and international teams

## Skills

### UX/UI Design & Prototyping:

Figma, Adobe XD, Design Systems, Wireframing, Interactive Prototyping, User Research, and Accessibility.

**Digital Marketing & Social Media:** SEO, Google Analytics,

E-commerce, Illustrator, Video Editing (CapCut, InShot).

### Project Management & Strategy:

Notion, Miro, Airtable, Agile Methods, MoSCoW,

**Web Development & CMS:** WordPress (Elementor), HTML5, and CSS3.

## Certifications

March - 2022  
**Google Analytics Individual Qualification**

## Languages

French : Professional

English : Professional

Arabic : Native

# MOHAMAD CHAMAS

Ux Ui Designer / Digital Marketing



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## Education

### Master's in UX/UI Design

2023 - 2024

#### Ecole Supérieure du Digital ESD Toulouse France

Product Strategy & Lean UX, Prototyping, UI Design & Interaction, Design System Workshop, User Research, Digital Project Management, Accessibility Standards

### Master's in Digital Project Manager

2023 - 2024

#### École de Création Visuelle | ECV Toulouse RNCP Level 7

Agile & Scrum Methodologies, Product Strategy & Lean UX, Project Operations, Team Collaboration, Digital Project Management, Performance Tracking & SEO, Roadmap Planning, Visual Storytelling.

### Master 1 Digital Marketing

2023 - 2024

#### Ecole Supérieure du Digital ESD Toulouse France

Social Media Strategy, Content Marketing, SEO & SEA, Email Marketing Automation, Brand Storytelling, Social Media Analytics & Reporting, Market Research, Digital Communication Planning.

## Professional Experience

### Product Designer - Freelance

Sept 2024 - May 2025

#### Workplaced (Dubai, UAE - Remote)

Analyzed user journeys to identify friction points and design strategic UX solutions.

Designed and prototyped new features in close collaboration with development teams.

Implemented accessibility guidelines (WCAG) to ensure inclusivity and compliance.

Conducted A/B tests and data analysis to optimize conversion rates.

### UX-UI Designer - Apprenticeship

Sept 2023 - Sept 2024

#### TRANSFONUMERIQUE (Toulouse, France)

Conducted UX benchmarks and competitor analysis to strengthen product positioning.

Increased conversion rates by 20% through optimized user experience.

Created responsive wireframes, mockups, and interactive prototypes using Figma.

Built and maintained WordPress sites with Elementor, ensuring performance and scalability.

Designed visual assets with Photoshop and Illustrator to enhance brand identity.

### UX/UI Designer - Apprenticeship

Sept 2022 - Aug 2023

#### Easy-virtual-tours (Toulouse, France)

Designed wireframes, mockups, and interactive prototypes with Figma and Adobe XD.

Redesigned and managed multiple WordPress websites with Elementor to improve usability.

Developed personas and user journeys to support design strategies.