

OTHMANE JAMALI EL ALAOUI

GRAPHIC & UI/UX DESIGNER

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📍 Casablanca, Morocco

PROFESSIONAL SUMMARY

Graphic and UI/UX Designer with 8+ years of experience delivering branding, digital products, and visual communication solutions. Proven ability to create impactful brand identities, user-centered interfaces, and high-performing marketing visuals across multiple industries.

Built and maintained a diverse portfolio including branding systems, mobile app UI/UX, and web design projects, working with agencies and freelance clients. Passionate about combining creativity with strategy to drive engagement and business results.

EXPERIENCE

Freelance Graphic & UI/UX Designer

2017 – Present

Self-Employed

- Designed brand identities, logos, and visual systems for startups, businesses, and entrepreneurs.
- Created UI/UX designs for mobile apps and websites, focusing on usability, user experience and aesthetics.
- Delivered social media visuals, marketing assets, and print materials aligned with brand strategies.
- Managed end-to-end projects from concept to final delivery, ensuring client satisfaction and deadlines.

UI/UX & Graphic Designer – Full Time

May 2023 – Present

eProgram

- Worked on website redesigns and digital product interfaces to enhance user experience and performance.
- Contributed to brand identity development and visual communication across digital platforms.
- Collaborated with cross-functional teams to ensure design consistency and project success.

Graphic Design Intern

Nov 2022 – Apr 2023

ALLODEV Agency

- Assisted in creating branding materials and marketing visuals for various clients.
- Participated in design execution for digital campaigns, UI concepts, and social media content.
- Supported senior designers in delivering creative assets under tight deadlines.

Freelance Designer (Short-term Project)

Nov 2023 – Dec 2023

WESIGN Agency

- Delivered branding and visual assets for agency clients.
- Collaborated on creative direction and design execution for digital and print projects.

SELECTED PROJECTS

GreenMoney

Branding & Identity Design

Urbana

Branding & Visual Identity

BuzzBox

UI/UX Design – Delivery App

ArtistryLab

Branding & Logo Design

Website Redesign

UI/UX & Web Design

View more projects on [behance.net/othmanealaoui1](https://www.behance.net/othmanealaoui1)

EDUCATION

Bachelor's Degree in Management	2021 – 2022
DEUG – Economics & Management	2019 – 2020
Baccalaureate – Physics & Chemistry	2018 – 2019

SKILLS

- Branding & Identity Design
- UI/UX Design (Web & Mobile)
- Web Design
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Social Media Design
- Print Design
- Layout & Typography
- Creative Direction

CERTIFICATIONS & TRAINING

Google Digital Garage – Digital Marketing	2022
UI/UX Design – Self-Education	2023
Graphic Design – Self-Education	Since 2017

LANGUAGES

Arabic	Native	●●●●●
French	Professional	●●●●○
English	Professional	●●●●○

★ Available for freelance and full-time opportunities ★