PERSONAL INFO

Hind Seddik Product Design Consultant

hinadek@gmail.com • +212 6 63 72 35 44
Casablanca, Morocco • Portfolio

PROFILE

I work across the whole product process, from discovery to delivery. I run the research and workshops that tell a team what to build first, then stay with designers and developers until it ships.

With 14 years in product design, rooted in multimedia and graphic design, I now lead research, prototyping and design systems for telecom operators, banks and fintechs. I currently lead UX on Orange Maroc's main redesigns.

AI-AUGMENTED

Research
AI-assisted synthesis of interviews and feedback into themes, journeys and personas.

Prototyping
Flows, UX copy and coded prototypes generated and refined with AI, linked to Figma.

AI products
Designed ConverseQuery, a generative-AI chatbot, and MLnetworks' AI telecom platform.

EXPERIENCE

Independent — Product Design Consultant

March 2021 to present | Casablanca, Morocco

Orange Maroc — Lead UX Designer
Leading UX on Max it, Orange.ma, Orange Money and the data dashboards, and helping teams adopt a shared UX method as part of the design transformation.
December 2025 to present

Al Barid Bank — Trainer
Designed and delivered a professional training program to 12 groups of employees, from course content to live sessions.
Sep to Nov 2025 | ~3 months

BMCE Capital
Designed the BMCE Capital Gestion mobile app, making investment management clear and easy to follow.
May to Aug 2025 | ~3.5 months | short mission

Marjane
Turned the Marjane One app redesign into high-fidelity, interactive Figma prototypes.
Mar to May 2025 | ~2.5 months | short mission

Label'Vie
Redesigned the merchant and delivery apps alongside drivers and store managers, simplifying order flows to reduce errors.
Dec 2023 to Feb 2025 | 15 months

MLnetworks
AI platform helping operators optimise their networks: designed simulation tools and predictive dashboards with teams in the UK, Dubai and India.
Jun to Nov 2023 | 6 months

Crédit du Maroc
Ran a full UX audit of MyCDM, built its new design system and led workshops to simplify onboarding and transactions after the acquisition.
Jan 2022 to May 2023 | 17 months

Intelcia
Designed ConverseQuery, a generative-AI chatbot refined over 7 rounds of user testing, plus the MyCapa and Alert'in internal tools.
Mar to Dec 2021 | ~10 months

Teal Technology Services
Senior UX & UI Designer
IBM & OCP joint venture: ran user interviews and usability tests, built prototypes and shared design components.
May 2019 to Feb 2021 | Casablanca

Piman Group
Lead UX & UI Designer
Led a team of three designers on “Private Discuss”, a video and messaging platform, and on data-analysis dashboards for Adecco, Sanofi and STMicroelectronics.
Sep 2017 to May 2019

BeWorkHappy
UX & UI Designer
Shaped a recruitment platform built around CV matching, through UX workshops with stakeholders.
Jun 2015 to Sep 2017

Freelance
Web Designer
Designed web interfaces, responsive websites and visual identities for international clients.
Oct 2012 to May 2015

HARD SKILLS

Research
Interviews, discovery workshops, personas, journey maps, service blueprints

Prototyping
From wireframes to high-fidelity interactive and coded prototypes

Testing
Usability testing, iterative test rounds, REX workshops after launch

Design systems
UX audits, components, Figma toolkits, developer handoff

Facilitation
Design Thinking, design sprints, ideation and prioritisation workshops

Accessibility
Inclusive interaction design and micro-interactions

TOOLS STACK

Design
Figma (expert), Miro, Maze

AI
Claude, ChatGPT

Collaboration
Jira, Confluence, Notion

LANGUAGES

Arabic
Native

French
Fluent

English
Fluent

QUALIFICATIONS

DEES Multimedia & Digital Design
Sherbrooke Business and Digital School
September 2011 to July 2012

Visual Design & Multimedia
IHB Art Media
September 2009 to August 2011

CERTIFICATIONS

User Experience (UX) Design
Google · Verify

Design Thinking: Team Essentials for AI
IBM · Verify

Enterprise Design Thinking Co-Creator
IBM · Verify

Enterprise Design Thinking Practitioner
IBM · Verify

iOS Design Essentials
IBM · Verify

IBM Agile Explorer
IBM · Verify

REFERENCE

“Hind has a unique talent for making the complex simple. Her designs consistently bridged the gap between powerful AI capabilities and practical business applications.”

Jawad Maaloum · CEO & Co-founder, MLnetworks