

CONTACT

✉️ amir-labidi@live.fr

🌐 LinkedIn/in/amirlabidi

Always happy to talk :) +1 (343) 558 1922

PORTFOLIO

🌐 behance.net/amirlab

🌐 dribbble.com/amirikano

SKILLS

Product Design (Digital / Industrial)

Design Systems

Business needs to digital solutions

Solution / Storytelling Selling

User Research

Responsive / Adaptive to screen Design

Agile Framework

High Quality Hand Drawing / Sketching

Wireframing / High / Low fidelity Mockups

3D Modeling for Marketing Industrial outputs

SOFTWARES

UI / Prototyping

Invision • Adobe XD • Figma • Axure RP

UX / Ideation / Thinking

Figjam • Miro • Balsamiq

Graphics

Photoshop • Illustrator • Sketchbook

3D Modeling

Rhino3D • 3Dsmax • Fusion360

ACADEMIC BACKGROUND

University of Lorraine - France

2012 • 2014

Master Degree of Sciences & Technology
Product / Industrial Design Field • Honors

High School of Sciences of design - Tunisia
2009 • 2012

Bachelor Degree in Product Design
Arts & Crafts Field • Honors

LANGUAGE PROFICIENCY

Native • French - Professional • English

AWARDS

Design & Design Awards • Paris
Reddot Design • Finalist • Singapour

WORK EXPERIENCE

Mid Level Product Designer & UX Strategist

🏆  CXG - Customer Experience Group • Mar 2022 • Present

Customer Experience Digitalization/ CX Transformation Systems:

Leading the **design revamping** of the official products in Agile environment: android / iOS app and the customer experience desktop app used by **Cosmetics and luxury brands like; L'Oréal, Dior, Gucci, Apple.**

Full ideation of the business needs in **research, measurement, training and coaching** and **conversion of the ideas** into **digital solutions** in collaboration with different operations teams: IT / Business / Marketing / Coachs / Advisors.

Achievements: Full Revamp of the company apps.

Converting Emotions/Behaviours into Visuals & Data

New Brands / Clients after the app/Website revamp

Founder ,Designer, Business & Sales Manager

🏆  Crealab Agency • Oct 2016 • Mar 2022

TurnKey / Full Design Projects in Retail, Events, Exhibition, Medical & Health, Tourism, CX, Luxury and other fields: Developing design projects form idea to realization for **international clients like DELL, BIC, Microsoft.** Set up design requirements and strategy for **high quality design request.**

Create Digital & industrial products, based on trends, needs, and innovations requirements.

Achievements: First attempt of being a Self Made Entrepreneur

Design multiple innovative full projects / Businesses

Worked in 360° Design process / Environment

3D Product Designer, POS - POSM Developer

🏆  CIOPLAY / RC Group France • Mar 2014 • Jun 2016
Almia Group

Retail & In-Store point of sales & Client path Creation: Developing ideas & 3D prototypes of point of sales for cosmetics & mass -market brand like **Marlboro, L'Oréal, LaCoste**

Developing UI and industrial design for In-Stores Terminals for organizing and managing clients and waiting lines.

EXTRACURRICULAR

External Professional University Teacher

🏆  High School of Design - Tunis • Sep 2018 • Sep 2022

Teaching UX and Product Design Fields for University students, Organize workshops of ideation in design, Teaching UX & 3D tools, Students projects supervision.