

Idris hedhibi

Senior Product Designer & UX Consultant



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SUMMARY

Senior Product Designer & UX Consultant with 6+ years designing national scale digital products for government, banking, and public health institutions across Qatar, Saudi Arabia, and Tunisia. Specialised in UX research, accessibility (WCAG 2.2), scalable design systems, and AI-powered platforms including direct collaboration with UN ESCWA and Microsoft on Qatar's national labour market intelligence system. Equally effective hands-on and in senior advisory roles, guiding cross functional teams from discovery research to WCAG compliant, bilingual (AR/EN, RTL) delivery.

CAREER HIGHLIGHTS

- Designed Qatar's **MOL360 platform** (launched with **Microsoft**, Dec 2024) and the **LMIS** ecosystem, presented at the **National Workforce Strategy 2024–2030** launch under the Prime Minister's patronage.
- Built a **50+ component** bilingual (AR/EN) design system adopted across **9+ national platforms** and **3 development teams**.
- Authored **Saudi Arabia's DGA national accessibility guidelines** from research with **21 users** with disabilities and elderly citizens.
- Designed **Evax**, Tunisia's national vaccination platform — **8M+ citizens, 13M+ doses**.

PROFESSIONAL EXPERIENCE

12/2023 – 04/2026

Qatar

Senior Product Designer, Ministry of Labour

- Led end-to-end UX for two national citizen platforms **Ouqoul** (AI-powered hiring) and **Moawen** (domestic-worker recruitment) delivering bilingual (AR/EN, RTL), WCAG compliant interfaces from discovery research through production.
- Designed the **LMIS** ecosystem an AI-powered labour market intelligence dashboard, the **MOL360** platform, and 7+ proof of concept platforms in direct collaboration with **UN ESCWA** and **Microsoft (Azure OpenAI)**.
- MOL Presented at the **National Strategy for an Efficient and Highly Productive Workforce 2024–2030** launch ceremony, held under the patronage of the Prime Minister (November 2024).
- Built and maintained a scalable design system (**50+ reusable components**, foundations, and variables) adopted by 2 Ministry departments (7–8 developers) and 1 outsourced team, applied across **9+ internal platforms**.
- Drove full redesigns of public facing and internal government services through UX audits, heuristic evaluations, usability testing, and journey mapping improving service logic across Arabic and English journeys.
- Delivered front-end support in HTML5, CSS3, Bootstrap, and Power BI, collaborating directly with developers to ensure design accuracy in production.

01/2023 – 10/2023

Saudi Arabia

Senior UX Consultant, PwC Middle East

- Contributed to inclusive UX research for the **Digital Government Authority (DGA)**, running accessibility assessments of 3 of Saudi Arabia's most critical platforms **Tawakkalna, Sehatty, and Absher**.
- Conducted testing with **21 participants** (13 with vision disabilities and 8 elderly citizens aged 75–90+) using screen reader (VoiceOver) and task based usability methods benchmarked against **WCAG 2.1 (A/AA/AAA)**.
- Authored a comprehensive **national Accessibility Guidelines document** (designer and developer reference) aligned to the DGA **WCAG 2.2** framework, and delivered a full UX/UI redesign of the DGA website as the reference implementation.

- Mapped the People with-Disabilities (PoD) life journey via surveys, focus groups, and usability testing partnering with CX consultants, PoD specialists, and government stakeholders to deliver service blueprints and WCAG compliant recommendations aligned with Saudi policy.

05/2022 – 01/2023

Tunisia

Product Designer, EY

- Designed **Evax**, Tunisia's national vaccination platform serving **8M+ citizens** and **13M+ administered doses**, architecting a two portal system (citizen + health worker) and a modular design system adopted by 2 Ministry of Health departments.
- Designed **Mobile ID (e-Houwiya)**, Tunisia's foundational digital identity platform, delivering service blueprints, customer journey maps, user flows, and inclusive use cases for elderly users (Ministry of ICT).
- Led product design for **BICICI Bank's** (BNP Paribas) AI-powered product-recommendation platform, unifying 3 databases into a single view within a one month sprint.
- Conducted user interviews, usability testing, and A/B testing across each phase; produced personas, customer journey maps, and service blueprints to surface pain points and service gaps.
- Mentored startups through a Tunisian acceleration program and the **Orange Summer Challenge**, and advised African startups in Senegal.

SKILLS

Core Skills — Research & Strategy: UX Research · User Interviews · Personas · Journey Mapping · Service Blueprints · UX Audits · Heuristic Evaluation · Usability Testing · A/B Testing | **Design:** Product Design · UX/UI Design · Wireframing · Prototyping · User Flows · Interaction Design · Bilingual AR/EN & RTL Design | **Systems & Accessibility:** Design Systems (tokens, components, patterns) · WCAG 2.2 · Inclusive Design | **AI & Data:** AI-Powered Product Design · Data Visualisation · Power BI | **Front-End:** HTML5 · CSS3 · Tailwind · Bootstrap | **Tools:** Figma · Miro · Power BI

EDUCATION



09/2017 – 07/2020
Tunisia

Communication and Multimedia,
ISAMM Higher Institute of Arts and Multimedia Manouba

LANGUAGES



Arabic (Native)

English (Professional)

French (Intermediate)

CERTIFICATES



- Google UX Design Certificate
- Interaction Design Foundation