Idris Hedhibi

Senior Product Designer & UX/UI Consultant



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SUMMARY

Senior Product Designer with 7+ years designing national-scale government and enterprise platforms across Qatar, Saudi Arabia, and Tunisia.
I specialise in bilingual (AR/EN, RTL) design systems, WCAG 2.2 AA accessibility, and AI-powered products, leading work from discovery research through production.
I've partnered directly with Microsoft and UN ESCWA on Qatar's national labour-market intelligence system.
Equally hands-on in UI and front-end (HTML5, CSS3, Tailwind, Bootstrap),
I own the full end to end product journey, from discovery research and UX to high-fidelity UI, and support developers through to production with front-end skills.

CAREER HIGHLIGHTS

- Designed Qatar's MOL360 platform (launched with Microsoft, Dec 2024) its multi-agent AI system now processes applications in under 2 minutes, replacing a process that previously took days.
- Built a 50+ component bilingual (AR/EN) design system tokens, foundations, iconography, and full interaction states 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, delivered as the national designer/developer reference.
- Designed Evax, Tunisia's national vaccination platform 8M+ citizens, 13M+ doses administered.

PROFESSIONAL EXPERIENCE

06/2026 – Present
Remotely

Senior Product Designer, Strategic Gears

- As the firm's first and only dedicated product designer, established the product design practice at a Riyadh-based management consultancy defining the UX process, delivery standards applied across client engagements.
- Lead designer on a custom mobile application **ESS/MSS for Expo 2030 Riyadh**, integrated with **Oracle Fusion HCM** architecting a two-portal, four-role system (Employee, Line Manager, HR Assistant, HR Manager) across Leave & Attendance, Profile, and Notifications & Inbox modules, spanning a 100+ story backlog.
- Designed the **AI interaction layer for DeckForge**, an AI-native proposal generation web application tool prompt/response UX, agentic flows, confidence and explainability states, human AI trust patterns, and error handling for probabilistic outputs.

12/2023 – 04/2026
Qatar

Senior Product Designer, Ministry of Labour

- Led end-to-end UX/ UI design for two national citizen platforms **Ouqoul** (AI-powered hiring) and **Moawen** mobile app (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, variables and interaction states) adopted by 2 Ministry departments (7–8 developers) and 1 outsourced team, applied across **9+ internal platforms** cutting design-to-dev handoff time by 50%.
- 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 pixel-accurate UI implementation, correct RTL mirroring, and consistent interaction states in production.

01/2023 – 10/2023
Saudi Arabia

Senior UX Consultant, PwC Middle East

- Contributed in inclusive accessibility research for the Digital Government Authority (DGA) across 3 of Saudi Arabia's most critical platforms Tawakkalna, Sehatty, and Absher.
- Conducted testing with 21 participants (13 with vision disabilities, 8 elderly aged 75–90+) using screen readers (VoiceOver) and task-based usability methods, benchmarked against WCAG 2.1 (A/AA/AAA).
- Authored a national Accessibility Guidelines document (designer and developer reference) aligned to the DGA WCAG 2.2 framework, and delivered a full UI redesign of the DGA website as the reference implementation accessible colour system, contrast-compliant typography, visible focus states, and a documented component library.
- 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 (**8M+ citizens**, **13M+ administered doses**) architecting a two portal system (citizen + health worker) and designing the full UI for the portals on a modular design system that adopted by Ministry of Health departments.
- Designed **Mobile ID (e-Houwiya)**, Tunisia's foundational digital identity platform, starting from Benchmarking and UX activities such as service blueprints, customer journey maps, user flows, and inclusive use cases for elderly users (Ministry of ICT) to the high fidelty UI
- Led product design for **BICICI Bank** (BNP Paribas) AI-powered product-recommendation platform, unifying 3 databases into a single view in 3 steps only and this reduce time by mor than 70%.
- 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 in all the internal and external projects.

- Mentored startups through a Tunisian acceleration program and the **Orange Summer Challenge**, and advised African startups in Senegal.

SKILLS

Signature strengths — **UX & Strategy:** UX Research · User Interviews · Journey Mapping · Service Blueprints · UX Audits · Heuristic Evaluation · Usability Testing · A/B Testing · Information Architecture | UI & Visual Design: UI & Visual Design · Interaction Design · Interaction States · Iconography · Bilingual Typography (Arabic + Latin) · Responsive & RTL Design | **Systems & Accessibility:** Bilingual AR/EN Design Systems (tokens, components, patterns) · WCAG 2.2 AA · Inclusive Design | AI & Data: AI-Powered Product Design · Data Visualisation · Power BI | **Front-End:** HTML5 · CSS3 · Tailwind · Bootstrap | **Tools:** Figma · Miro · Claude design · Cursor · Power BI · Adobe (XD AI PS)

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