Amel (Linda) Yadroudji

UX/UI Designer | B2B SaaS & AI Products

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A designer with 5+ years of experience and a Computer Science background, specializing in B2B SaaS, enterprise platforms, and AI-powered products. Experienced in simplifying complex business workflows, designing data-heavy interfaces, and building Arabic and English (RTL/LTR) digital experiences. Applies the ORCA UX process to connect business requirements, product structure, and user experience.

Experience

Devenn

11/2023 - Present

Saudi Arabia

UX/UI Designer

- Applied the ORCA UX process to structure enterprise platforms, translating business requirements into objects, attributes, relationships, and user actions.
- Led UX design for an AI-powered enterprise search platform, improving information retrieval efficiency by 80% and making internal knowledge easier to access.
- Redesigned a Learning Experience Platform (LXP), increasing learner engagement by 30%.
- Designed an AI-powered educational assistant with voice and chat interactions in Arabic and English, expanding access for students with limited internet connectivity.
- Established Ejaad's design foundation by creating its first website, a reusable design system, and supporting visual assets.

Beesiha

05/2023 - 11/2023

Algeria

UX/UI Designer

- Transformed a confusing doctor appointment-booking experience into a structured flow informed by user research and usability testing.
- Improved the clarity of doctor discovery and appointment booking by separating provider information from booking steps and organizing essential appointment details.
- Addressed key usability barriers across search, authentication, appointment selection, and readability to create a more accessible and intuitive mobile experience.
- Redesigned the web booking experience to improve navigation and simplify how patients find and book medical appointments.
- Designed a CRM dashboard that improved data visibility and streamlined internal team workflows.

Temtem

06/2021 - 02/2023

Algeria

UX/UI Designer & Integrator

- Translated UI/UX designs into responsive web and mobile interfaces using HTML, CSS, and JavaScript with BEM methodology for web development, and React Native for mobile applications, ensuring consistency between design and implementation.
- Designed and helped launch three digital products from concept to implementation.
- Created a cohesive set of visual assets, including icons, logos, and custom illustrations, to strengthen product branding.

Education

2016 - 2018
Constantine, Algeria
Department of Computer Science, University of Constantine 2
Master's Degree in Information and Communication Sciences and Technologies

2013 - 2016
Constantine, Algeria
Department of Computer Science, University of Constantine 2
Bachelor's Degree in Information Technologies

Skills

Product & UX Design

- Information Architecture
- UX Research & Usability Testing
- Wireframing & Prototyping
- Complex Workflows

Enterprise & B2B

- B2B SaaS
- Enterprise Software
- Complex Workflows
- Dashboards & Data-Heavy Interfaces
- RTL/LTR Design

AI Product Design

- AI-Powered Product Experiences
- AI Search & Knowledge Discovery
- Voice & Chat Interactions

Methods & Collaboration

- ORCA UX Process
- Design Thinking
- Agile/Scrum
- Cross-Functional Collaboration
- Developer Handoff

Tools

- Figma
- Figjam
- hotjar
- Posthog

AI & Productivity Tools

- ChatGPT
- Claude
- Figma AI
- FigJam AI

Technical Skills

- HTML5, CSS3, JavaScript
- Bootstrap
- BEM Methodology

Languages

- Arabic -Native
- French - Fluent
- English - Fluent