

# Linda Yadroudj

## Product Designer focused on B2B solutions

### Summary

Product Designer specializing in B2B solutions, with a background in computer science and a passion for building scalable, user-centered systems. Experienced responsive design, and working closely with cross-functional teams to deliver business-focused digital products.

### Education

#### Master 2 in computer science

University of Constantine 2  
September 2013 - June 2018

### Experience

#### Product Designer (UX/UI) | B2B

Alwasaet · Full time  
November 2023 - Present

- Designed and optimized an AI-powered Learning Experience Platform (LXP)
- Led UX design for an Intelligent Agent and Educational AI Companion
- Contributed to the development of an Enterprise AI-powered search system

#### Product Designer (UX/UI) | Mobile & Web

Beesiha · Full time  
May 2023 - January 2024

- Redesigned the mobile application to improve user experience and visual consistency
- Led the UX and UI redesign of the company website for better user engagement
- Designed a doctor appointment booking platform for the web
- Created a dashboard Customer Relationship Management (CRM) interface to streamline internal operations

#### Product Designer (UX/UI) and Integrator | Mobile & Web

temtem · Full time  
Jun 2021 - Feb 2023

- Designed and developed 3 projects from concept to launch in collaboration with cross-functional teams
- Worked closely with developers to implement responsive UI across mobile and web platforms
- Developed consistent visual assets including icons, logos, and custom illustrations
- Established a unique illustration style for the Temtem app
- Applied user-centered design principles by integrating business goals and user feedback
- Strengthened team communication and collaboration throughout the design process

### Contact

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### Skills

- Information Architecture
- Wireframing and Prototyping
- User Journey Mapping
- User Research
- Design Systems
- Responsive Design
- Design Thinking Process
- Balancing User Needs with Business Goals
- Working with Developers