NAJI EL-NACHEF

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PROFESSIONAL PROFILE

Strategic Senior Product Designer with 5+ years of experience leading the design of complex digital products. Expert in translating ambiguous requirements into intuitive, scalable user experiences. A hands-on leader skilled in building and mentoring teams, establishing robust design systems, and driving the end-to-end product design lifecycle from research to execution

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CORE COMPETENCIES

- Product Design & Strategy: Product Strategy, Zero-to-One Development, End-to-End UX/UI, Journey Mapping, Wireframing & Prototyping
- Platform & Systems Design: Component Libraries, Scalable UX, Information Architecture, Interaction Design
- Leadership & Collaboration: Mentorship, Cross-Functional Collaboration, Stakeholder Management, Workshop Facilitation
- **Technical Proficiencies:** Figma (Advanced), Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Sketch, Basic HTML/CSS, Prototyping

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PROFESSIONAL EXPERIENCE

Lead Product Designer | Omnicom Production | New York, NY | 2023 – Present

- Owned the end-to-end design process for key digital platform modules, taking features from **zero-to-one** through iterative prototyping, user validation, and successful launch for enterprise-level clients.
- Spearheaded the development of a tokenized design system in Figma, increasing UI consistency by 40% and accelerating team velocity.
- Mentored and grew a team of 3 designers, establishing new critique processes and a culture of user-centered design.

Production Designer | HCG Engagement Group | New York, NY | 2022 – 2023

- Designed and shipped complex, data-rich interfaces for B2B applications, balancing user needs with strict business and compliance requirements.

- Collaborated with cross-functional teams to translate intricate concepts into clear, user-friendly visual narratives and workflows.
- Advocated for accessibility (WCAG) and usability best practices, contributing to the evolution of the company's UI component library.

Junior Production Designer | HCG Engagement Group | New York, NY | 2021 – 2022

- Supported the design and iteration of digital products and marketing materials for product launches and campaigns.
- Gained a foundational understanding of user-centered design and agile development processes.

EDUCATION

Diploma of Vocational Studies, Computer Graphics | Rosemount Technology Centre | Montreal, QC | 2022
Entrepreneurship Diploma | Fanshawe College | London, ON | 2017