

Hicham Zineddine

Product Designer | Design Engineer | Creative Technologist

El Jadida, Morocco | hichamzineddine2@gmail.com | (+212) 623 417 832
behance.net/hichamzineddine | linkedin.com/in/hichambitious

SUMMARY

Design problem-solver who designs, builds, and ships. **5+ years** leading design and product work for **Disney, Warner Bros, Riot Games, Amazon, and Mastercard**. I create brand systems, design product interfaces, and write production code to bring them to life, working across **Figma, Framer, Webflow, React/Next.js, and Shopify**. Drove a **23% conversion rate increase** and **\$300K+ in direct profit** by designing and coding e-commerce pages. I automate workflows with n8n and Make, optimize for SEO, and use Claude Code, Cursor, and v0 to ship at 10x speed.

SKILLS

Design: UI/UX, Brand Identity, Design Systems, Creative Direction, Visual Design, Typography, Wireframing, Prototyping, Motion Design

Tools: Figma, Framer, Webflow, WordPress, Adobe Creative Suite, Canva, AI Image Generation

Engineering: React, Next.js, TypeScript, Tailwind CSS, shadcn/ui, HTML/CSS, Shopify Development, Python, Node.js, Stripe, APIs

Growth & Automation: SEO, n8n, Make (Integromat), Workflow Automation, LLM Integration (Anthropic, GLM 4.7)

AI-Native: Claude Code, Cursor, v0, Copilot | **Languages:** Arabic (Native), French (Bilingual), English (Professional)

EXPERIENCE

Montrichard Group | Hong Kong SAR (Remote)

Project Manager & Amazon Store Manager

Feb 2025 – Sep 2025

Graphic Designer

Nov 2024 – Jan 2025

- Designed and coded production e-commerce pages (**Shopify, HTML, CSS**) for **Disney and Warner Bros** licensed products, driving **23% conversion rate increase** and **~\$300K in direct profit**.
- Owned full product lifecycle: brand mockups to coded implementation to A/B optimization to ad campaigns to email newsletters to revenue tracking.
- Created landing pages, product pages, marketing collateral, and campaign assets across all customer touchpoints.

GEEK Maroc Agency | Casablanca (Hybrid)

Lead Product Designer & Creative Director

Apr – Jun 2024

- Creative Director for a major gaming event sponsored by **Mastercard**. Defined visual identity and delivered venue design, stage aesthetics, broadcast screens, and digital marketing assets.

Fédération Royale Marocaine des Jeux Électroniques | Casablanca (Remote)

Senior Lead Designer

Jan – Jun 2024

- Led design strategy for national esports initiatives. Built cohesive brand identity and visual standards across all digital touchpoints.

GGTech Entertainment MENA | Dubai, UAE

Lead Graphic Designer

Jun 2021 – Mar 2023

- Main Designer for all **Riot Games' Arabic tournaments** and **Amazon**-partnered university esports. Built the regional visual identity and broadcast design system from scratch.
- Assets engaged **1,000+ live concurrent viewers** and **2,000 in-person attendees**, reaching **millions of digital impressions**. Produced social, motion, and campaign assets at scale.

PROJECTS

- Shotframe** | SaaS platform built with React, Next.js, TypeScript, Tailwind, and shadcn/ui. Designed and engineered multi-step assessment flows, live preview canvas, batch export, and Stripe checkout. Built the full component library and design system from scratch.
- Moltbot** | Custom Telegram bot deployed on Digital Ocean VM with **GLM 4.7 AI model** API integration, saving **20 hrs/week** of manual work.
- Imsal Invoice Manager** | Full-stack invoice system eliminating **16 hrs/month** of admin tracking.

EDUCATION & SPEAKING

UX Design (Coursera) | **Typography 101** (The Futur) | **Storytelling & Design** (Openclassrooms)

Invited Speaker at ENSA Kenitra (2023) on Design Entrepreneurship, Client Acquisition & Work-Study Ethics