

# Hiba Allah Bakouch

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**Home:** (Tunisia)

## ABOUT ME

UX Designer with hands-on experience designing intuitive, user-focused digital products for international clients in SaaS, IoT, and AI-powered platforms. Skilled in end-to-end UX processes — from research and wireframing to prototyping and usability testing. Adept at collaborating with remote, multicultural teams to deliver impactful, measurable results.

## SKILLS

### Designing Tools :

Figma / Adobe illustrator / Adobe XD / Miro

### Developping Tools :

Web Technologies Fundamentals - HTML, CSS / Java / Python / JavaScript / Django / MySQL / Angular / React / Docker / SpringBoot / Nest.Js / Flutter Basic Skills / MongoDB / C / Firbase / postman / Prolog / Flutter

## WORK EXPERIENCE



### Freelance - UI/UX Designer

[ 18/06/2025 – Current ]

**SARsat** – Saudi Arabia

Country: Saudi Arabia

#### UI/UX Designer

[ 01/01/2025 – 01/03/2025 ]

**MYCO-TECHNOLOGIES** – Tunisia

Country: Tunisia

#### UI/UX Designer

[ 12/12/2024 – 01/03/2025 ]

**Tradrly** – Mahdia, Tunisia

City: Mahdia | Country: Tunisia

#### UI/UX Designer

[ 01/04/2024 – 15/06/2024 ]

**Formacity** – Mahdia, Tunisia

City: Mahdia | Country: Tunisia

## UI/UX Trainer

[ 15/12/2023 – 15/04/2024 ]

## PROJECTS

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[ Current ]

**AI-Driven Clothing Trial Experience** Developing a next-gen virtual fitting system to recreate the physical trial experience without the constraints of a fitting room. Crafting body-aware UX interactions that integrate pose tracking, garment physics modeling, and real-time personalization. Leading experience strategy, interface design, and prototyping workflows to deliver accurate sizing insights, improved purchase confidence, and high-engagement fashion retail journeys.

[ Current ]

**Athar – Intelligent Museum Experience System** Architecting an adaptive, embodied-AI visitor journey platform that transforms passive museum exploration into an interactive, context-aware experience. Designing multimodal UX flows that leverage spatial sensing, real-time behavior tracking, and personalized narrative delivery to guide visitors seamlessly through exhibits. Driving research, prototyping, and service-design mapping to enable dynamic storytelling, accessibility improvements, and elevated cultural engagement at scale.

[ 18/08/2024 – Current ]

**Synapse - HUD for ADHD people** Designed an intelligent, context-aware heads-up display for ADHD users during real-world driving tasks. Delivered the end-to-end UX architecture for a wearable interface that leverages sensor data, environmental cues, and cognitive-load modeling to surface timely, minimal-distraction guidance. Drove user-research cycles, multimodal interaction design, and prototyping workflows to validate attention-support features in dynamic, safety-critical environments.

[ 15/06/2024 – 15/08/2024 ]

**Task Management Website** Delivered an end-to-end task management web application by combining UI/UX expertise with full-stack development using Angular and Nest.js. Designed a streamlined workflow system optimized for cognitive load reduction, intuitive navigation, and high-efficiency team coordination. Built scalable modules for task creation, real-time status updates, and role-based collaboration. Led usability testing, interface refinement, and component-driven development to ensure a responsive, performant, and maintainable product ecosystem.

[ 01/06/2023 – 15/09/2023 ]

**Multi-User Application - CCNS Internship** Engineered a scalable multi-user B2B platform by leveraging Flutter for a high-performance cross-platform interface, Spring Boot for secure and modular backend services, and MySQL for reliable data management. Designed and implemented user roles, authentication flows, and real-time collaboration features to streamline complex business operations. Drove end-to-end development cycles, from requirements gathering to deployment, with a focus on maintainability, efficiency, and a frictionless user experience.

## EDUCATION AND TRAINING

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### Licence in IoT and Embedded Systems

*Higher Institute of Computer Science of Mahdia - ISiMa* [ 15/09/2022 – 15/06/2025 ]

City: Mahdia | Country: Tunisia | Website: <https://isima.rnu.tn/fr> | Field(s) of study: Information and Communication Technologies

### Research Master in Telecommunications

*Ecole Nationale d'Ingénieur de Sousse - ENISO* [ 17/09/2025 – Current ]

City: Sousse | Country: Tunisia | Website: <https://eniso.rnu.tn/> | Field(s) of study: Information and Communication Technologies

## HONOURS AND AWARDS

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[ 26/03/2025 ] PEEMo

**Statut Étudiant Entrepreneur – Titre Innovateur (2 Years in a Row)** Awarded the *Titre Innovateur* by PEEMo for two consecutive years in recognition of sustained entrepreneurial initiative, innovation leadership, and high-impact project development. Selected for demonstrating strong problem-solving capabilities, user-centric design thinking, and the ability to drive early-stage concepts into validated prototypes with real-world potential.

## VOLUNTEERING

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[ 01/06/2024 – 15/12/2024 ] Elite Council Consulting

**Innovation Strategist**

[ 01/10/2023 – 10/11/2024 ] Elite Council ISIMa Entourage

**Team Leader**

## LANGUAGE SKILLS

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**Mother tongue(s):** Arabic

**Other language(s):**

**English**

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

**French**

**LISTENING C1 READING C1 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

**Spanish**

**LISTENING A2 READING A2 WRITING A2**

**SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*