Farouk Abichou

Lead Product Designer

https://www.farouk.work/

Hello@Farouk.com

(+216) 24 800 353

Education

Horizon School of Digital Technologies - Tunisia
Bachelor's degree, Computer Software Engineering

Tools

Figma
Framer
Adobe Photoshop
Adobe Illustrator
Adobe After Effect

Skills

User Research
User Personas
UX/UI Design
Game Design
Wireframing Prototyping
Usability Testing
Branding
Marketing
Social Media

Projects

TamTasks – Lead Product Designer

Redesigned a SaaS project management tool used by major Tunisian companies (e.g., Tunisie Telecom, TakiAcademy). Led a team of 2 designers, created a scalable design system, and improved UX across web and mobile. The redesign replaced ClickUp internally, cutting costs and boosting adoption.

Taki Kids – Lead Game Designer & UX Researcher

Redesigned an educational mobile game for children to make learning fun and interactive. Led game design, UI/UX, and user research. Leveraged AI tools extensively to generate assets and scenes, deepening my expertise in AI-assisted design. Currently in development with promising traction (10K+ users from earlier version).

Kotteb – Lead Product Designer

Redesigned and led the full UX/UI of Kotteb, a Quran reading and memorization app for iOS and Android, aimed at easing memorization and offering unique recitations rarely found in other apps. Worked solo on design and guided the mobile dev team as a former developer. The app launched successfully and reached 10K+ users.

Experience

Lead Product Designer

SoftyLines – Sousse, Tunisia | July 2022 – Present

Led the design of key products like TamTasks, Kotteb, and Taki Kids across web and mobile. Redesigned underperforming apps, introduced scalable design systems, and improved team workflows through workshops. Worked closely with developers in Agile environments and used AI tools to enhance design efficiency.

UI/UX Instructor

SoftySkills – Remote | May 2024 – Present

Taught UI/UX design in a multi-disciplinary bootcamp alongside instructors in web development and other tech fields. Coordinated closely with fellow educators and program managers to ensure a cohesive learning experience. Delivered hands-on sessions, guided student projects, and helped shape the curriculum to align with industry needs.