

# Farouk Abichou

## Lead Product Designer

<https://www.farouk.work/>

Hello@Farouk.com

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## 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

Redesign of a SaaS project-management tool used by companies such as Tunisie Télécom and TakiAcademy. Managed a team of 2 designers, built a scalable design system, and improved the overall web and mobile experience.  
The product replaced ClickUp internally, significantly reducing costs.

### Kotteb – Lead Product Designer

Redesign of a mobile application for Quran reading and memorization. Handled the full UX/UI design and coordinated with the mobile development team.  
Successfully launched on iOS and Android, reaching over 10,000 users.

### Taki Kids – Game Designer & UX Researcher

Redesign of an educational mobile game for children.  
Responsible for game design, UX/UI, and user research.  
Used AI tools to generate visual assets. Project currently in progress, with more than 10,000 users on the previous version.

## Experience

### Lead Product Designer

SoftyLines – Sousse, Tunisia | Jul. 2022 – Oct. 2024

Designed web and mobile products including TamTasks, Kotteb, and Taki Kids.  
Improved existing products, created modular design systems, and built advanced prototypes.  
Worked closely with developers in an Agile environment.  
Integrated AI tools to speed up production and optimize workflow efficiency.

### UI/UX Instructor

SoftySkills — Sousse, Tunisia | Jul. 2022 – Oct. 2024

Taught fundamental and advanced UI/UX design concepts.  
Led practical workshops, supervised student projects, and contributed to curriculum development.

### Product Designer

Rovera.ai — Riyadh, Saudi Arabia (Remote) | 2024 – 2025

Taught fundamental and advanced UI/UX design concepts.  
Led practical workshops, supervised student projects, and contributed to curriculum development.

### Freelance Product Designer

Upwork | 2025 – Present

Mobile and web UI/UX design for various international clients.  
Specialized in fast MVPs, design systems, and full product redesigns.