# LOKMANE DAOUDI

Senior UX Designer · Fintech & SaaS
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## SUMMARY

Senior UX Designer, ~5 years across fintech, consumer, and SaaS, with a systems-led approach to interaction design. Founded CoreDS, a 40+ component design system powering three white-label banking products for Algeria's major banks. Targeting senior UX / interaction roles in EU and international fintech, with depth in eKYC and GDPR/eIDAS compliance.

## EXPERIENCE

### Senior UX Designer — Beyn

Algeria · 2022–Present

*Beyn is a fintech SaaS company building white-label digital-banking and payments platforms used by major Algerian banks.*

- Founded and led **CoreDS**, a platform-agnostic design system of 40+ plug-and-play components — integrated by engineering into Storybook JS and adopted as the shared foundation for all three white-label products and the standard for every build since — eliminating per-platform styling rework while letting each bank keep its own brand.
- Architected the **eKYC onboarding experience for OCB** in line with GDPR and eIDAS, certified at 100% conformity with Algerian Central Bank requirements and contributing to ~90% lead-client acquisition for the product.
- Led end-to-end interaction design for **Bridge**, a next-generation digital-banking platform targeting 12 Algerian banks, delivering the complete product across all core modules — balance overview, fund transfers, card management, and admin panel.
- Set accessibility standards across the product suite to **WCAG AAA where feasible (AA minimum)**, embedding contrast, hierarchy, and inclusive interaction patterns into CoreDS components by default.
- Built interactive Figma and AI-assisted prototypes validated with cross-functional stakeholders (marketing, sales, compliance), and turned bank-supplied research into the team's cross-platform UX standards and component governance.

### Junior UX/UI Designer — Wajeez (formerly FoodBeeper)

Algeria · 2021–2022

*Algeria-based food-delivery platform; also home to DZtenders, a public tenders / procurement product.*

- Led the end-to-end redesign of **DZtenders** across mobile and web, lifting Play Store downloads 400% and web traffic 30% through a modernized, cross-device user experience.
- Built the **first design systems** for both Wajeez and DZtenders in Figma and Adobe XD, establishing scalable component standards that improved visual consistency and cut cross-functional UI/UX cycle time ~35%.
- Redesigned FoodBeeper to V3.0 and led its rebrand to **Wajeez**, while facilitating cross-team design workshops that set an end-to-end process and raised deliverable quality across the team.

## SKILLS

Figma · Adobe XD · Interaction Design · Prototyping (Figma + AI-assisted) · Design Systems & Design Ops · Accessibility (WCAG AAA / AA) · eKYC / Identity-Verification UX · GDPR & eIDAS Compliance · White-label & SaaS Product Design · Component Documentation & Governance · Research-Informed Design · Cross-functional Stakeholder Validation · UX Strategy · Information Architecture

## SELECTED PROJECTS

**CoreDS** (design system) · **OCB** (eKYC onboarding) · **Bridge** (digital banking) · **Wimpay** (mobile payments).

*Full case studies are confidential client work; walkthroughs available on request.*

## EDUCATION

Master's Degree, Mining Engineering — Université Badji Mokhtar Annaba (UBMA), 2022