

Samira El Messaoudi

I'm a UX designer based in Amsterdam with 5+ years of experience designing digital products across a range of industries, including finance, commerce, and education. I'm consistently drawn to complex problems, always keeping the user at the center of my work.

I'm very curious by nature and ask a lot of questions. I've worked within multidisciplinary teams, managed stakeholders along the way, and I bring strong communication skills with a sociable, collaborative approach to my work.

Interaction Design

UI Design

Design Systems

Product Design

Usability Testing

User Flows

Figma

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WORK EXPERIENCE

PRESENT

UX Designer @ Malmberg (via Incentro)

Malmberg provides (digital) learning materials and support for teaching packages within education. For Malmberg, I implemented various optimisations to improve usability and information delivery, enabling both teachers and students to work more efficiently with the course materials.

Figma

JIRA

JAN 2023 — PRESENT

Member of the DEI (Diversity, Equity & Inclusion) committee (via Incentro)

Within this committee, I work towards an inclusive workplace where everyone has equal opportunities and feels welcome. The committee organises initiatives and conversations around themes such as diversity, awareness, and social safety, and contributes ideas for organisational improvements that structurally strengthen inclusivity.

OCT 2024 — DEC 2024

UX Designer @ RAI Amsterdam (via Incentro)

For RAI, I designed a user-friendly interface that let customers easily put together their stand floor plan. This included selecting the stand size and adding the associated services and attributes. In this role, I worked closely with the product owner and developers to create an intuitive, efficient experience that matched users' needs.

Figma

MAY 2022 — OCT 2024

UX Designer @ ABN AMRO Verzekeringen (via Incentro)

As a UX designer at ABN AMRO Verzekeringen, I was responsible for designing and optimising the online checkout funnels for their business insurances. In this role, I worked closely with various stakeholders to translate both customer needs and business goals into effective design solutions.

Figma

Figjam

Miro

Azure

AUG 2021 — MAR 2022

Freelance Designer @ Werk Van Sam

Worked as a freelance digital designer for a range of clients, with a focus on web design, logos, visual identities, and illustrations.

Figma

Sketch

Adobe Creative Cloud

JAN 2019 — AUG 2020

UI / UX / Visual Designer @ Web Whales

As a UX designer at Web Whales, I focused on designing and improving websites and webshops, aiming for an optimal user experience and an attractive visual design. I was also responsible for all of the company's digital output, including its brand identity, website, and social media.

Sketch

Figma

Invision App

Adobe Creative Cloud

Zeplin

EDUCATION AND TRAINING

Training

APRIL 2022

Junior Consultancy training

A junior consultancy training programme that prepares starting consultants for their role. It focuses on developing skills such as problem-solving, client communication, and project management, with hands-on exercises in advising clients and working effectively on projects.

Education

SEP 2020 — SEP 2021

MSc. Digital Design (MDD) @ Hogeschool van Amsterdam

The Digital Design master's programme trains a new generation of designers who create interactive digital products through design processes, theory, technology, and art. With an ethical perspective, I learned to design for people, non-profit, and planet. My case studies were for the Rijksmuseum, Philips, and Northumbria University.

SEP 2016 — JAN 2017

European Project Semester @ Yrkeshögskolan Nova

International semester in Finland focused on digital and product design, working on projects with a multicultural, multidisciplinary team for (non-)commercial clients.

2013 — 2018

BSc. Communication and Multimedia Design @ The Hague University of Applied Sciences

The CMD programme teaches how to design interactive digital products — from understanding a design brief through to realising the final product. Usability and functionality are central, while technical and visual design skills are also covered.