



# HEY THERE, I'M NOUREDDINE. AN END-TO-END DESIGNER.

## **SIMPLE ONLINE HEALTHCARE**

HEAD OF DESIGN

NOV 20 — PRESENT

REMOTE

Leading visual, product, brand and internal design for three different brands across three countries. Working on high level roadmaps and shaping the design culture as well as being a hands on designer on web, mobile, print and brand work.

## **FREELANCE PROJECTS (NOUREDDINE MADE)**

END-TO-END DESIGNER

NOV 19 — SEP 20

WORLDWIDE

Working on several projects focusing on early digital product design and several UX audits.

## **ECHO (NOW LLOYDS DIRECT)**

LEAD PRODUCT DESIGNER (PATIENT FACING)

OCT 18 — OCT 19

LONDON, UK / REMOTE AU

Leading the design for the patient facing web and mobile app in a cross functional team. Working on specific features for the mobile app and designing the new web app from start to finish.

## **VERVE (FORMERLY STREETTEAM, NOW POLLEN)**

SENIOR PRODUCT DESIGNER

JUN 17 — SEP 18

LONDON, UK

Leading design in a cross functional team of engineers, researchers and product owners working on specific features and projects from start to finish.

## **FREELANCE PROJECTS (NOUREDDINE MADE)**

END-TO-END DESIGNER

APR 16 — APR 17

WORLDWIDE

Working on several projects focusing on digital product experiences with a few brand projects on the side.

## **GENERAL ASSEMBLY**

ASSOCIATE INSTRUCTOR (UXDI8 & UXDI9)

SEP 15 — FEB 16

SYDNEY, AU

Leading lectures, tutorials and workshops on visual design, branding, development, forms, mobile design, and industry tools.