Sidahmed (Sid) Larbi Youcef

Senior Product Designer, B2B SaaS

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SUMMARY

Senior product designer with 7 years designing B2B software and e-commerce, from research to shipped code. At Expandi, a LinkedIn outreach platform used by 20,000+ businesses, I own product design end to end with the founders, product and engineering: research, core product flows, an atomic design system for the product and coded prototypes built with AI. I work from evidence (support tickets, funnels, session data), ship in phases and report the number that didn't move alongside the ones that did.

EXPERIENCE

Senior Product Designer, Expandi | Remote | Jul 2025 - Present

- Own product design end to end for a LinkedIn outreach platform used by 20,000+ businesses; redesigned 5 core product surfaces and shipped or handed off 11 projects.
- Redesigned sign-up and LinkedIn connect from 13 steps to 6, built around trust: card-step completion doubled (34% to 68%) and 20% more sign-ups reach payment.
- Rebuilt the campaign builder's mental model, the screen behind 18% of all support tickets and 40% of active campaigns; delivered in 5 phases.
- Designed the inbox as one component across three scopes with a 7-role permission matrix, and handed it off as a coded prototype with 505 generated Figma frames.
- Designed seat upgrades, downgrades and cancellation around 8 billing rules, a one-payment checkout for domains and mailboxes, and how customers connect AI agents (Claude, ChatGPT) over MCP with a clear consent screen.
- Rebuilt lead lists and CSV import, navigation and home pages, and shareable campaign templates; maintain the product's atomic design system and prototype in code with Claude Code.

Marketing and UX Designer, Expandi | Remote | Feb 2023 - Jul 2025

- Wrote the brand guidelines and design system, then redesigned and rebuilt 35+ website pages.
- Ran UX research with Hotjar, Mouseflow, Google Analytics, HubSpot, Amplitude and exit-intent NPS surveys, and A/B tested pages in VWO and ads on Facebook, Google and TikTok.
- Cut sign-up abandonment from 74% to 52% and bounce rate from 86% to 72%; doubled scroll depth and halved frustration clicks.

Independent Product Designer, Deep Moats | Remote | 2025 - Present

- Contract product design for B2B software teams.

Lead UX Designer (Contract), Acklen Avenue | Remote | Feb 2022 - Nov 2022

UX Designer (Contract), KioStore | Remote | Nov 2021 - Jan 2022

Shopify Designer and Developer (Freelance), Fiverr Pro | Remote | Jun 2019 - Jan 2023

- Designed and built 130+ online stores end to end for clients; Fiverr's Choice seller for 5 consecutive months.

SKILLS

Product design, UX research, interaction design, design systems, prototyping in code, usability testing, A/B testing, activation and onboarding, B2B SaaS, designing AI features and agents, JTBD, information architecture.
Tools: Figma, Claude Code, Storybook, GitHub, Vercel, Jira, PostHog, Mixpanel, VWO, Hotjar.

EDUCATION

- Master, Web Editorial and UX Design, Université de Poitiers (thesis 2025: augmented reality, cognitive load and learning)
- Master, Systems Engineering
- Bachelor, Computer Science

CERTIFICATIONS

Top 3% Designer, Toptal (2025); Certified AI Operator (2025); AI Strategy, Reforge (2025); Mastering Retention and Engagement, Reforge (2024); Masters of Design Systems, UI Collective (2024); Web QA and Accessibility, Opquast (2024); Conversion Optimization, CXL (2024); Creation and Branding, LVMH (2024).