Sidahmed Larbi Youcef

Senior Product Designer, B2B SaaS

7 years designing products, from research to shipped code. Now owning product design at Expandi, end to end.

PORTFOLIO

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Poitiers, France, remote

20,000+
businesses on the product whose design I own

2×
card-step completion after the sign-up redesign

74→52%
sign-up abandonment on the marketing funnel

18%
of support tickets traced to one screen, then fixed

EXPERIENCE

Jul 2025 – Now

Senior Product Designer at Expandi

I own product design end to end with the founders, product and engineering: research, core flows, an atomic product design system and coded prototypes. 5 core surfaces redesigned, 11 projects shipped or handed off.

- **Redesigned sign-up around trust**, not fewer clicks: 13 steps to 6, with the card step made to read as $0
- **Rebuilt the campaign builder**'s mental model after tracing support tickets to it, shipped in 5 phases
- **Designed the inbox as one component** across three scopes with 7-role permissions, handed off in code
- **Designed seats and billing**, mailbox checkout and AI agent connection (Claude, ChatGPT over MCP)

Feb 2023 – Jul 2025

Marketing and UX Designer at Expandi

Owned the website and the sign-up funnel: brand, design system, research and testing.

- **Wrote the brand guidelines and design system**, then redesigned and rebuilt 35+ pages
- **Ran UX research and A/B tests** (Hotjar, Amplitude, VWO): bounce 86% → 72%, frustration clicks halved

2025 – Now

Independent Product Designer at Deep Moats

- Contract product design for B2B software teams

2019 – 2023

Lead UX Designer at Acklen Avenue, contract · 2022
UX Designer at KioStore, contract · 2021 – 2022
Shopify Designer and Developer at Fiverr Pro · 2019 – 2023
130+ stores designed and built; Fiverr's Choice seller 5 months in a row

SKILLS

Product design, UX research, design systems, prototyping in code, activation and onboarding, AI features and agents

TOOLS

Figma, Claude Code, Storybook, GitHub, Jira, PostHog, Mixpanel, VWO

EDUCATION

Master, Web Editorial and UX Design
Master, Systems Engineering
Bachelor, Computer Science

CERTIFICATIONS

Top 3% Designer · Toptal
AI Strategy · Reforge
Retention & Engagement · Reforge
Design Systems · UI Collective
Conversion Optimization · CXL
Web QA and Accessibility · Opquast
Certified AI Operator
Creation and Branding · LVMH