

RACHIK Rachid

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SUMMARY

Experienced senior Head of Design with nine years at Jumia, leading projects and teams. Proven success in innovation, delivering exceptional design solutions. Specialized in design strategy, creative direction, and project management. Skilled in blending aesthetics with functionality for captivating user experiences. Seeking opportunities to contribute visionary design expertise for transformative business outcomes.

EXPERIENCE

Group Head of Design

Jumia Group Africa

December 2019 – Present, Casablanca, Morocco

- Instrumental in crafting solutions and marketing kits, focusing on web design, landing page optimization, and compelling content
- Played a pivotal role in evolving the e-commerce experience for customers throughout Africa
- Led a talented team to drive value and success through strategic design thinking and collaboration
- Significantly improved the overall user experience, positioning Jumia Africa as a leading e-commerce platform
- Meticulously optimized landing pages to enhance conversion rates and streamline the customer journey
- Developed compelling content to effectively communicate Jumia Africa's value propositions, driving customer engagement and brand loyalty
- Deep understanding of the African market and its diverse cultural nuances
- Crafted solutions that resonate with local audiences, establishing Jumia Africa as a trusted and preferred e-commerce destination
- Pushed the boundaries of design and continuously innovated, transforming the e-commerce landscape across the continent

Head of Design

Jumia Food Africa

March 2018 – December 2019, Casablanca, Morocco

- Successfully led a team of talented designers to develop solutions
- Strategic use of design thinking and fostering a culture of creativity and collaboration
- Achieved significant increases in sales and added value to the company
- Guided the team with a visionary approach, overseeing the end-to-end design process
- Aligned design solutions with business objectives to create compelling user experiences
- Captivated customers and achieved higher conversion rates through strategic design
- Collaborated closely with cross-functional teams, including product managers, engineers, and marketers
- Developed and refined solutions that enhance the user journey and optimize operational efficiency

Group Senior Graphic Designer

Jumia Classifieds Group

February 2015 – March 2018, Morocco, Casablanca

- Contributed significantly during a 3-year tenure at Jumia, a renowned e-commerce platform
- Played a pivotal role in crafting captivating marketing kits and designing user interfaces for new websites across Africa and Asia
- Collaborated with diverse global teams on classified ads platforms, including Vendito, Jovago, Lamudi, Jobs and more
- Created compelling marketing kits with a keen eye for detail and a deep understanding of marketing principles
- Concentrated on user interface (UI) design for new websites, leveraging expertise in user-centered design
- Crafted visually appealing interfaces that optimized user experiences and facilitated seamless navigation
- Designs aligned with brand identity, enhancing usability, resulting in improved user satisfaction and higher conversion rates
- Collaborated with talented individuals from diverse backgrounds, enriching professional growth
- Exposure to varied perspectives and cultural insights empowered the creation of inclusive and culturally relevant design solutions throughout the journey with Jumia Classifieds

Design Manager (Freelance)

MarocAnnonces

June 2015 – September 2015, Morocco, Casablanca

- Spearheaded the revitalization of MarocAnnonces, a leading classifieds ads company in Casablanca
- Led a comprehensive website overhaul in collaboration with a developer, transforming the outdated site into a modern, user-friendly platform
- Improved the overall user experience, resulting in increased engagement
- Redesigned the website with a keen eye for aesthetics and deep understanding of user behavior, aligning the design with contemporary trends and best practices
- Prototyped various websites in a four-month mission, conducting research, user testing, and iterative design processes
- Developed functional, visually compelling prototypes aligned with the company's vision and objectives

Lead Design Manager

Casabill

April 2014 – June 2015, Morocco, Casablanca

- Proven ability to seamlessly blend aesthetics and functionality in digital experiences
- Successfully crafted visually stunning and user-friendly websites
- Created compelling visual assets, branding materials, and marketing collateral

- Proficient in motion design, bringing digital content to life with motion graphics and animations
- Knowledge and skills in Magento e-commerce, contributing to the management and development of successful e-commerce websites
- Effective collaboration with cross-functional teams to deliver exceptional design results

Senior, Interactive Design

Shipping Line Morocco

August 2013 - August 2014, Morocco, Casablanca

- Set the design direction for the organization and established guidelines to manage consistency across online and offline channels.
 - Translated objectives into a creative vision and collaborated with consultants in monitoring project progress to ensure timely delivery.
 - Provided clear goals and measurements to track project success through predefined KPIs to maximize resources.
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EDUCATION

Master's degree in Graphic Design & Interior Design

College Lasalle • Casablanca, Morocco • 2012

Baccalaureate Series Experimental Sciences

Minor in Experimental Sciences • Abi Chouaib Addokali High School • Casablanca, Morocco • 2007

CERTIFICATIONS

Google Digital Garage

Google • 2019

Amazon Web Services Cloud Practitioner

Udemy

Google Analytics

Udemy

SKILLS

Tools: Adobe Suite, 3ds Max, Cinema 4D, Blender, AI tools

Services: Shopify, Wordpress, AWS, Magento

Skills: UX/UI - Digital Marketing, Digital Strategy, Lean Management, Web Design, Motion Design, AI Enthusiast
