

Housseem Ismail

Product Designer (UX/UI) based in Amsterdam

[Portfolio](#)

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EXPERIENCE

Product Designer at [HousingAnywhere](#)

Apr 2023 - Present • Amsterdam, Netherlands

- I led the design of the rental experience for student accommodations and co-living segment in Europe to get to +50% bookings in 3 months.
- I contributed to the redesign experience of the biggest long-term rental platform in Europe to increase the number active searchers by 7%.

Founding Product Designer at [Brxs](#)

Jan 2022 - Mar 2023 • Amsterdam, Netherlands

- I managed the design & creative effort to launch a real estate investing platform and get €1M in retail investments in less than 1 year.
- I developed a visual design system & UI library for the new mobile app that lead to more than 30% increase in sprint efficiency.

Product Designer, Discovery at [Bunq](#)

Jul 2021 - Dec 2021 • Amsterdam, Netherlands

- I created meta-banking features (e.g. App-wide Search) leading to more than 10% increase in engagement.
- I crafted solutions for shared banking and referral experience based on data-driven methodology to increase bank card orders by 12%.

Founding Product Designer at [Flouci](#)

Jun 2018 - Jun 2021 • Tunis, Tunisia

- I built out experiences for the Flouci mobile App and acquired +120K users from the 64% unbanked population.
- I directed the project on creating a consistent design system for a product team of 8.

User Experience Designer at [Veamly](#)

Mar 2017 - May 2018 • San Francisco, CA USA

- I initiated a productivity analytics tab with insights for product teams leading to improve the customer lifetime value by more than 5%.
- I conducted more than 25 interviews to build a proof-of-concept for a machine-learning-based notification killer on Slack & Jira.

VOLUNTEERING

Regional Finalist • [Hult Prize Competition](#)

Feb-Mar 2017 • San Francisco, CA USA

- I designed a mobile app to engage 2.5 million refugees by 2022, to perform tasks, learn, and get paid through a decentralized economic identity infrastructure.

SKILLS

Design

User experience, product design, roadmapping, user research, Collaboration, UX workshops, service design, interactions, visuals, rapid prototyping, design software, market research, creative direction

Tools

Figma, Illustrator, Sketch, Principle, Photoshop, After Effects, SPSS Statistics, Mix Panel, User Testing, Jira, Confluence, Google's Tools

Development

HTML, CSS, SQL, Java, Python, C

SOME PROJECTS

[Brxs Mobile App](#) [↗](#)

I designed a real estate investing platform and generated €1M in investments in the first year of launch.

[Bunq - App Search](#) [↗](#)

We created a cross-app search that made premium users +10% more engaged.

EDUCATION

Tunis Business School

Bachelor of Science in Marketing and Technology

LANGUAGES (FLUENT)

IELTS score: 8 out of 9

Arabic - French - English

INTERESTS

Basketball - Tech Videos on YT - UX in Financial products