Yassine Atlagh

Brand & Graphic Designer

Brand identity · Visual systems · Typography · Web and digital design · Latin and Arabic

New York, NY · U.S. citizen, no sponsorship needed · Remote or on site
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SUMMARY

Graphic and web designer with 15+ years of experience, 11 of them leading visual and web design at Benchmark Education, a New York K–12 literacy publisher. I design brand identities and the visual systems that carry them across websites, campaigns, print and product screens, in English, French and Arabic. Because I also code, I build what I design.

EXPERIENCE

Senior Web Designer & Developer **Jan 2015 – Present**
Benchmark Education Company, New York, NY · K–12 literacy publisher · benchmarkeducation.com

- Lead UX and visual design for benchmarkeducation.com (Magento storefront and HubSpot CMS) and its marketing platforms, used by K–12 districts nationwide: global site, program pages, state-adoption pages and campaign landing pages, from wireframe to launch.
- Keep the brand consistent through a component-based design system and one brand stylesheet that marketers use to lay out their own pages.
- Design learning and training experiences for the Benchmark Universe platform: teacher resources, a training library, e-learning modules, PD courses and learning games.

Graphic Web Designer **2014 – 2015**
Astronaut Ads, New York, NY · mobile app studio

- Interfaces, icons and marketing visuals for iOS, Android and social apps.

User Interface Designer **2013 – 2014**
E&A Worldwide Traders Inc., New York, NY

- Front-end features, transactional emails and a mobile-responsive site redesign.

Independent Designer, Brand & Product **2010 – 2015**
Freelance, alongside full-time roles · clients in the U.S. and Morocco

- Brand identities, websites and printed pieces for small businesses, in French, Arabic and English.

UX/UI & Web Designer **2010 – 2013**
Atrait Consulting, Casablanca, Morocco · audiovisual, IT and smart-building engineering consultancy · atrait-consulting.com

- Worked on the CTM project (Morocco's national coach company: booking website, mobile app, station counter software and printed ticket), the company's website and websites for its clients.

CLIENT PROJECTS

Brand and product work for clients in Canada and Morocco

Qareon Consulting Brand, website and e-learning · Morocco · 2025
Brand identity, bilingual website and an e-learning platform.

May Cash Fintech, Morocco · 2025–2026
UX/UI for the products of a Bank Al-Maghrib–approved payment platform, in French and Arabic.

Planif REM Maintenance-planning web app · Pulsar, Montréal · 2026
Product design of a maintenance-planning app for the REM light metro: a full year of night shifts on one screen, with overrun warnings and service exceptions. Also built it.

Concept work (Behance) 2025–2026 · not client work
Ryanair app redesign, Al Boraq high-speed train app, Horizon 2030 EV concept, recab autonomous ride app.

SKILLS

Brand and visual design: Brand identity, visual and design systems, typography (Latin and Arabic), campaign and marketing visuals, icons and interface graphics, website and landing page design

Tools: Adobe Illustrator, Adobe Photoshop, Figma, Framer, HTML, CSS, JavaScript, HubSpot CMS, WordPress

Localization: Right-to-left (Arabic) layouts, bilingual and trilingual brand systems

EDUCATION AND CERTIFICATIONS

M.S., Artificial Intelligence (in progress), University of Colorado Boulder · 2025 – Present
B.S., Multimedia Design, Monroe College, New York, NY
DEC (Diploma of College Studies), Fine Arts, Collège LaSalle, Casablanca, Morocco
Google: Foundations of User Experience (UX) Design (2025)

Languages: English (fluent), French (advanced), Arabic (native)