Yassine Atlagh

UX Engineer / Design Engineer

Figma to production · Design systems in code · React, TypeScript, Tailwind CSS, HubL · WCAG 2.1 · Automation

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

UX engineer with 15+ years bridging design and front-end, including 11 years as the one person at Benchmark Education who both designs the company's web experiences and builds them. I turn Figma components into production design systems (HubL, React, TypeScript, Tailwind CSS), own accessibility and performance, and automate the handoff and QA steps around them. Client projects cover end-to-end product design and full-stack delivery in Canada and Morocco, plus n8n, Zapier, Make and OpenAI and Claude API workflows.

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.
- Designed and built a component-based design system and drag-and-drop HubL modules on one brand stylesheet, namespaced beside the live theme and tested so neither can break the other. Every HubSpot page and email module starts as a Figma component and ships as HubL.
- Engineered a drag-and-drop HubSpot newsletter template with a local preview and automated tests: marketing now assembles each issue from design-system components instead of hand-editing HTML or fighting the standard HubSpot builder.
- Design and build lesson, resource and training experiences for the Benchmark Universe platform (TypeScript): a training library, then a generator that produces new modules automatically; teacher-resource pages, cmi5 e-learning modules, intervention lesson prototypes and student activities.
- Designed and built Magento storefront features, PD courses with certificates, and browser-based learning games for teachers and students.
- Rebuilt internal data tools from spreadsheets into searchable web pages: an English–Spanish glossary, an author and consultant database, a sales-tools dashboard and a find-a-rep page.
- Automate repetitive production work in Python: hundreds of thumbnails and PDFs generated per run from CSV sheets, scrapers for Benchmark Universe product data, a Photoshop thumbnail pipeline and a class-package generator.
- Ran a WCAG 2.1 audit and remediation, improved Core Web Vitals, maintained the component-based design system and mentored junior developers.

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

- Designed and built products end to end so nothing was lost in handoff: user flows, prototypes, then JavaScript, PHP and MySQL implementation.

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

Product design and development for clients in Canada and Morocco

Planif REM Maintenance-planning web app · Pulsar, Montréal · 2026

Designed and built the web app Pulsar uses to plan night maintenance on the REM light metro: 365-night calendar, overrun warnings, service exceptions and role-based access.

Tech stack: React · TypeScript

May Cash Payment platform, Morocco · 2025–2026 · maycash.ma

Designed and built the products of a Bank Al-Maghrib–approved payment platform, including French and Arabic RTL interfaces, an agent portal and a back office (PHP, MySQL, JavaScript, Tailwind CSS).

Qareon Consulting Brand, website and e-learning · Morocco · 2025 · qareon.ma

Brand identity, bilingual WordPress site and Tutor LMS e-learning platform with courses, quizzes and certificates.

yunik.io Portfolio · 2026

Hand-built single page with a WebGL project reel, scroll-driven motion and click-to-preview thumbnails.

Tech stack: HTML · CSS · JavaScript · three.js (WebGL)

SKILLS

Design: Figma, design systems, component libraries, user flows, prototyping, interaction design, UX audits

Front-end: HTML5, CSS3, SCSS, JavaScript (ES6+), TypeScript, React, Tailwind CSS, HubL, HTML email, three.js

Back-end and data: PHP, Python, Node.js, MySQL, SQLite, REST APIs, JSON

Accessibility and performance: WCAG 2.1, right-to-left interfaces, Core Web Vitals, automated template checks

Platforms and tooling: HubSpot CMS (HubL, HubDB, CLI), WordPress, Magento, cmi5, Git, GitHub Pages, AWS S3, Framer, Photoshop, Illustrator

AI and automation: Python batch automation (CSV to thumbnails and PDFs), n8n, Zapier, Make, OpenAI API, Claude API, web scraping, content generators

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
IBM: Developing Front-End Apps with React (2025), JavaScript Programming Essentials (2025) · Google: Foundations of User Experience (UX) Design (2025)

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