Yassine Atlagh

Senior Web Designer / Product Designer

UX/UI · Design systems · Figma · Accessibility (WCAG 2.1) · Bilingual and RTL interfaces · Design that ships

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

Senior web and product designer with 15+ years of experience, including 11 years leading web design at Benchmark Education, a New York K–12 publisher. I design marketing sites, landing pages, email systems and design systems, and build them in HTML, CSS, JavaScript and HubSpot when that gets a better result. WCAG 2.1 accessible work, in English, French and Arabic (right-to-left).

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 a component-based design system and a drag-and-drop HubSpot page builder on one brand stylesheet, so marketers lay out and style their own pages without a developer.
- Designed a drag-and-drop newsletter system with a local preview: marketing assembles each issue from design-system components instead of hand-editing HTML, with no designer or developer in the loop.
- 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 accessibility audit and fixes across the site and templates, and mentor junior designers and 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 websites, interfaces and brand identities for small businesses, in English, French and Arabic.

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
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.

May Cash Payment platform, Morocco · 2025–2026 · maycash.ma
UX/UI for the products of a Bank Al-Maghrib–approved payment platform: French and Arabic public site, agent onboarding portal, franchise funnel and back office.

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.

SKILLS

Design: UX/UI design, design systems, component libraries, Figma, Framer, wireframing, prototyping, interaction design, user flows, information architecture, UX audits, typography, brand identity, responsive and mobile-first design, HTML email design

Build: HTML, CSS, JavaScript, TypeScript, React, Tailwind CSS, HubL, HubSpot CMS, WordPress, Magento, learning games and e-learning (cmi5)

Accessibility and localization: WCAG 2.1 audits and remediation, right-to-left (Arabic) interfaces, English, French and Arabic content

Tools and automation: Photoshop, Illustrator, Python batch automation (CSV to thumbnails and PDFs), n8n, Zapier, Make, OpenAI and Claude API features

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)