

# REDA EL GOTAIBI

PRODUCT DESIGNER

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Morocco

## EXPERIENCE

### PAYBACK · Germany

#### Product Designer · May 2025 - Present

Designed and scaled a back-office briefing management platform from scratch, now used daily by both internal Payback teams and external partners as the central hub for briefing creation and partner collaboration.

Architected a flexible object and content management system, enabling internal and external users to create and manage multiple briefing types, objects, and configurations to support diverse business needs.

Designed end-to-end flows for coupon and target group creation, supporting partners in generating thousands of coupons per month while significantly reducing time-to-create.

Built role-based collaboration experiences tailored to distinct user types, admins, sales ops, and partner managers ensuring each role had a workflow suited to their responsibilities and permissions.

Designed a complete audit log and activity tracking system, giving full transparency into every action taken within a briefing, improving accountability and trust across teams.

Led the design of system and API integration touch points, connecting disparate internal tools to enable seamless, automated briefing creation across the company.

Evolved the platform's scope over time from a single-purpose tool into a comprehensive briefing and partner-interaction platform, becoming the primary system of record for all briefing-related activity between Payback and its partners.

Drove measurable operational impact: reduced coupon creation time at scale (supporting 1,000s of coupons/month), and improved cross-team collaboration and transparency through structured workflows and audit visibility.

### IMEDIA24 · Rabat

#### Product Designer · March 2025 - Present

Led end-to-end product design for an internal HR management platform, designing a unified system that consolidated employee records, payroll, time tracking, and device management into a single source of truth for the organization.

Collaborated cross-functionally with HR stakeholders, engineers, and leadership to define requirements, map user journeys, and iterate designs across a multi-module enterprise platform.

Designed team and org-structure views, giving managers visibility into team composition, roles, and reporting lines.

Designed a time-tracking and attendance module, streamlining clock-in/out flows, timesheet approvals, and reporting to reduce manual HR overhead.

Designed employee profile and file management flows, enabling HR teams to securely store, update, and retrieve personnel documents while maintaining data privacy and role-based access controls.

Built a device management interface for tracking company asset allocation (laptops, phones, equipment) across employees and teams.

### MAPERSIVE · Casablanca

#### Product Designer · Jan 2023 - March 2025

Owned product design end-to-end GIS product, balancing technical complexity (geospatial data, imagery processing) with usability for both technical (GIS analysts) and non-technical stakeholders (city officials, decision-makers).

Designed a geospatial intelligence platform from scratch, enabling the extraction, classification, and management of geospatial features directly from street-level imagery.

Architected the end-to-end feature management system, covering feature types, extraction processes, and structured data storage to ensure accuracy and consistency at scale.

Designed seamless export workflows, allowing extracted geospatial data to be easily used across major GIS software ecosystems without friction or data loss.

Led integration design with Esri products, enabling complete, uninterrupted geospatial workflows from data extraction to analysis within industry-standard tools.

Built team and role management capabilities, allowing organizations to structure access and responsibilities across different user types working within the platform.

Designed feature personalization tools, giving users the flexibility to customize and tailor extracted feature sets to their specific project or organizational needs.

Delivered a platform adopted in major cities in Morocco and internationally, empowering municipalities and organizations with better control and data-driven insights to inform urban planning and decision-making.

### GEOMATIC · Casablanca

#### Lead Designer | UX/UI · Jan 2023 - March 2025

Designed custom GIS dashboards and applications for clients, translating complex geospatial data into clear, actionable visual interfaces.

Collaborated directly with clients to understand business requirements and use cases, tailoring dashboard design and functionality to their specific operational needs.

Designed data visualization layers (maps, charts, filters, layers) to help non-technical stakeholders interpret geospatial data and make informed decisions.

Ensured consistency and usability across a range of GIS applications, balancing client-specific customization with reusable design patterns to improve delivery speed.

### BELOCUM · Canada

#### Lead Designer | UX/UI · Sep 2021 - Jan 2023

Refined and evolved the company's visual identity, establishing a cohesive brand language applied consistently across all touch points.

Created visual and creative material company-wide, including ads, campaign assets, promotional videos, and event materials to support marketing and growth efforts.

Designed and built the company website from the ground up, covering everything from information architecture and UX to final visual execution.

Integrated the mobile app experience into the website, giving users seamless access to core app features and functionality directly from the web.

Refined the app's UX to reduce friction in key user flows, improving the experience for both business owners/managers sourcing staff and healthcare professionals seeking shifts.

## SKILLS

Product Design

UX Design

Interaction Design

Motion Design

Web Design

Branding

Management

## EDUCATION

### ESI2A · Fes

Preparatory Classes

2016 - 18

### ESTEP · Meknes

Specialized Technician in Computer Networks

2018

### ESGCNT · Meknes

Mechanical Engineering

2018 - 21