

Sidi Chaikh

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OBJECTIVE

Creative and results-driven Designer, Product Leader, and Developer with proven experience in UI/UX, product design, and front-end engineering. Currently serving as Co-founder & CEO of Taraqaa Marketing Agency and Director of Product Design at ScaleIt Software Solutions, where I lead cross-functional teams to deliver impactful digital products and user-centered solutions. Passionate about building intuitive, high-performing software experiences and helping businesses grow through strategic design and technology. Seeking opportunities to drive innovation and lead product strategies that merge business goals with user needs.

SKILLS

- **Frontend development:** HTML | CSS | Typescript | React | Next.js | Responsive Design | UI/UX | Performance Optimization | Cross-Browser Compatibility | tailwind CSS
 - **Backend development:** Node.js | Express.js | Java | RESTful APIs | Python | Prisma
 - **Databases:** SQL (Oracle) | PL/ SQL | MongoDB
 - Version Control: Git | GitHub
 - **Emerging Technologies:** Blockchain Concepts
 - **Design:** Adobe Creative Suite (Photoshop, Illustrator, Adobe XD) | Figma | Blender | Wireframing | Prototyping | Design Systems | Visual Hierarchy | Typography
 - **Other:** Problem-Solving | Communication | Collaboration | Detail-Oriented | Independent/Team
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PROFESSIONAL EXPERIENCE

Co-founder & CEO – Taraqaa Marketing Agency | Doha, QA | Aug 2024 – Present

- Founded a digital marketing and software redesign agency focused on social media Management, Branding, Video Production and Development.
- Managed business strategy, client relations, and operations while leading design and development teams.
- Led business strategy, client acquisition, and operations, managing multiple Design and development projects.
- Implemented processes to deliver high-quality services.

Director of Product Design – ScaleIt Software Solutions | Doha, QA | Jul 2025 – Present

- Spearheaded the product design strategy for ScaleIt's software solutions, ensuring a seamless user experience across all platforms.
- Led a multidisciplinary design team to create design systems, wireframes, prototypes, and high-fidelity user interfaces.
- Collaborated closely with engineering and product management teams to translate business goals into intuitive product features.

- Implemented user-centered design processes, conducting research and usability testing to improve product engagement and satisfaction.

Research Assistant – Qatar University Research Center | Doha, QA | 2024 – Present

- Collaborated with a research team developing an ETS carbon trading platform incorporating blockchain-based software for secure and transparent carbon credit transactions.
- Created wireframes, prototypes, and design systems in Figma, streamlining the development process and ensuring consistency across projects.
- Focused on accessibility and user-centered design principles to improve user experience in research-based applications.

Junior Graphic Designer Intern at Snoonu | Doha, QA | Aug 2024 – Nov 2024

- Collaborated with the design team to create visually compelling marketing materials, including banners, social media graphics, and email campaigns.
- Designed and refined branding elements, ensuring alignment with Snoonu's identity and target audience.
- Assisted in conceptualizing and executing promotional campaigns to drive user engagement and sales.
- Utilized tools like Adobe Creative Suite (Photoshop, Illustrator) and Figma for graphic design and prototyping.
- Participated in brainstorming sessions, contributing creative ideas for enhancing visual storytelling and user engagement.
- Delivered high-quality designs under tight deadlines, demonstrating strong time management and attention to detail.

Front-End Developer for Mauritanian Presidential Candidate's Website | Feb 2024 – May 2024

- Designed and developed the entire website using Figma, HTML, CSS, and JavaScript.
- Enhanced user experience and functionality through responsive design and performance optimization, resulting in a 25% increase in user engagement.
- Conducted code reviews and implemented optimizations, improving website load time by 20%.
- Create wireframes, mockups, and prototypes to visualize and communicate design concepts.
- Stay up to date with industry trends, best practices, and emerging technologies in UI/UX design.

Artist's AI Founder & Front-End Developer | 2024

- Designed and developed **Artist's AI**, a cutting-edge web platform that empowers artists with AI-driven tools for feedback, idea generation, and reference image creation.
- Integrated APIs, including the Google Gemini API, to provide real-time feedback and tailored features for artists.
- Created a cohesive brand identity, including UI designs, illustrations, and a landing page, using Figma and Adobe Creative Suite.
- Launched the platform's beta version, gathering user feedback to iteratively improve the product.

Graphic Designer | Student Affairs Department, Qatar University | Doha, QA | Mar 2023 – Present

- Designed diverse visual assets such as logos, brochures, and digital advertisements for prominent events hosted by Qatar University's Student Affairs Department.
- Led the redesign of the center's website, significantly enhancing its visual appeal and user experience.
- Fostered close collaboration with stakeholders to grasp their brand identity and goals, subsequently transforming their vision into impactful designs.

QU fine art club president | Qatar University | Doha, QA | Mar 2022 – Jan 2023

- Led and organized events and workshops, applying project management and leadership skills.
- Managed club activities and collaborated with university officials to promote fine arts within the campus.

EDUCATION

B.S in Computer Science Qatar University | Doha, QA | 2021 – 2026

- Relevant coursework: Data Structures, Software Engineering, Database Systems, HCI, Web Development

PROJECTS

Insighty – AI-Powered Data Insights Platform | 2023

- Designed and developed the UI/UX for **Insighty**, an AI-driven platform that generates insights from data to help businesses and individuals analyze trends and make informed decisions.
- Led the front-end development using **React, Next.js, and Tailwind CSS**, ensuring a seamless and intuitive user experience.
- Collaborated with a cross-functional team to integrate AI-driven analytics and data visualization tools.
- Awarded **First Place** in a competition organized by **NPC and Microsoft**, recognizing the project's innovation and impact.

AI Summarizer Website (Mojaz) | 2024

- Developed a responsive AI summarizer website to summarize Articles using React.js with Vite and Tailwind CSS.
- Implemented state management with Redux.js and integrated AI API for article summarization.
- Ensured cross-browser compatibility and used Git for version control.

VOLUNTEERING EXPERIENCE

FIFA World Cup Qatar 2022 | Accreditation Volunteer | 2022

- Assisted in managing the accreditation process for international visitors and VIP guests, ensuring smooth entry and participation.

Qatar Olympic Museum | Guide | 2022

- Provided guided tours and educational information to visitors, enhancing their experience and understanding of the exhibits.

LANGUAGES

Arabic (native), **English** (fluent), **French** (elementary)