# HAMID MAHAMAT

UX/UI Designer

📍 328 Ngor, Dakar,Senegal

✉ hamid.mhta@gmail.com

📞 +221 77 706 25 75

Linkedin
**hamidmahamat**

Twitter
**hamidmhta**

Website
**h15studio.com**

I'm a digital specialist cumulating over 10 years of experience in business and development sectors, covering several countries of Central and West Africa. I've worked with organizations such as Equal Measures 2040, ECDAN, ACB (Global Fund), CORAF, FES-PSCC and the World Bank to build impactful product, lead digital transformation and create impactful communications assets. My skills and experience in various areas, such as web and mobile development, UX/UI design, graphic design and IT support makes me a central asset in the IT department of any organization.

## SKILLS

- Web Developement
- UX/UI Design
- Graphic Design
- Content Management
- Content Production
- Mobile development
- Prototyping
- Video Production
- UX Research

## TECHNOLOGIES

- Laravel (PHP, Blade)
- HTML, CSS, JS
- Wordpress
- Figma
- Microsoft 365
- Java SE, EE, C#
- FortiGate Firewall
- Sketch, XD
- Adobe Creative Suite
- MyQL, Oracle
- Git, Gitlab
- Angular
- Flutter

## WORK EXPERIENCE

**Since July 2016**

### CO-FOUNDER & PRODUCT MANAGER
ANDANDO | Dakar

- Spearheaded the full product lifecycle for 25+ web and mobile applications in fintech, edtech, and medtech, from discovery to launch and iteration.
- Directed multi-disciplinary teams of designers, engineers, QA, and ops in agile delivery cycles, ensuring on-time, high-quality releases.
- Designed and tested user onboarding flows that improved activation rates by up to 40% across diverse markets.
- Built scalable product roadmaps integrating analytics and feedback loops, enabling continuous improvement and faster iteration.
- Delivered multi-country platform rollouts with localized UX, enhancing accessibility and adoption.

**Sept 2022 Present**

### WEB MANAGER
ECDAN - ( Remote - Part time)

- Directed end-to-end content operations for a global advocacy platform, introducing editorial and SEO guidelines that drove a 42% lift in organic traffic.
- Partnered with global stakeholders to deliver high-impact assets: webinars, case studies, research, aligned with strategic priorities.
- Designed a scalable content curation framework focused on user needs, increasing average session duration by 22%.
- Coordinated with developers to resolve technical issues, launch UX improvements, and enhance platform usability for contributors and readers.

**Oct 2021 Nov 2024**

### WEB DEVELOPMENT LEAD
Equal Measures 2030 - (Remote - Full time)

- Led the redesign of two major global websites ($40K–$50K budgets), improving navigation, accessibility, and engagement for users in 139 countries and 3 languages.
- Managed cross-functional collaboration between internal advocacy teams and external developers to align product features with campaign goals.
- Designed onboarding and user journey enhancements that reduced time-to-first-action for new users.

**Jan 2022 Juil 2022**

### WEB DESIGN CONSULTANT
CORA - Collective for the Renewal of Africa

- Assessed and evaluated old website UX/UI challenges
- Conducted UX research and focus groups
- Proposed redesign concepts (wireframes)
- Implemented designs on WordPress (not uploaded yet)
- Trained users on publishing content

## EDUCATION

**BUSINESS ACCELERATION**
Slush GIA | Finland, 2016

**MASTER'S DEGREE**
Data & Information Security
**Cheikh Anta Diop U. |
Dakar,2015**

**BACHELOR DEGREE**
Telecommunications
**ESTM | Dakar, 2011**

**HIGH SCHOOL DIPLOMA**
**Douji Lokar | N'Djamena,2011**

## LANGUAGES

**French** : Fluent
**English** : Fluent (IELTS: 7.5/9)
**Arabic** : Average
**Wolof** : Average

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Jun 2020
**Sept 2020**

**IT CONSULTANT**
FES PSCC | Dakar

- Designed the logo and branding for the online talk show (PSCC Talk)
- Developed a digital communication strategy
- Shot and produced a video on transborder sensitization about Covid-19 in Senegal, Gambia and Guinea Bissau
- Advised on hardware and software infrastructure (network, website, software, antivirus)
- Advised and gave support on purchasing audiovisual equipment (cameras, microphones, etc)

Apr 2019
**Apr 2020**

**GRAPHIC DESIGN SPECIALIST**
CORAF | Dakar

- Designed reports, briefs and various documents
- Designed visuals and communication tools
- Filmed, edited and produced videos (CORAF and Agripreneur TV)
- Deputized for the IT manager : managed network activity, organized conferences, handled IT support, advised on IT equipment and services, maintained software and hardware
- Participated in IT consultancy selection committees

Jan 2019
**Apr 2019**

**UX/UI DESIGNER**
Talent2Africa | Dakar

- Researched and defined UX best practices for Talent2Africa's recruitment platform.
- Did usability tests
- Produced wireframes and prototypes.
- Created user interfaces
- Coded the UIs in html/css/javascript so that the developer team can integrate them

Dec 2017
**Nov 2018**

**ICT CONSULTANT**
IFC-World Bank | Dakar
Designed and developed an online B2B market-place for 400 SMEs and anchor firms for 3 countries (Liberia,Guinea and Sierra Leone)

- Logical and functional architecture design
- UX and UI design of the application
- Developed web platform (front and back office)
- Set up server and launched web app
- Handled platform and server maintenance

Aug 2017
**Jan 2018**

**ICT CONSULTANT**
GIABA | Dakar
Designed a secure platform linking 17 countries to share sensitive data and generate reports.

- Designed logical and functionnal architecture of platform
- Designed UX and UI of the platform
- Developed web platform (front and back office)
- Set up server and launched web app
- Handled platform and server maintenance

Mar 2015
**Feb 2016**

**UX/UI DESIGNER**
KNIT-SN | Dakar

- Supervised a team of developers and sales people
- Participated in the development of Web & Mobile applications
- Interfaced between clients and developers
- Project management, administrative management
- Created website and graphic designs