Abdou Yaackoubi

Senior Product Designer · AI and fintech · Tunis, Tunisia (UTC+1)

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Profile

Product designer with six years across AI, fintech and marketplaces. I design products people can trust, including the states nobody screenshots: loading, errors and uncertainty. I've mostly been the first or only designer on small teams, close to engineering and reporting to founders: first designer at Konnect (one of Tunisia's first digital wallets) and at Steer AI, and now Senior Product Designer at InstaDeep, a BioNTech company. I take work from research to design QA and prototype in code with Claude Code, so what ships matches what was designed.

Experience

InstaDeep, a BioNTech company · Tunis
Senior Product Designer — Apr 2025 – Present
UX/UI Designer — Jan 2024 – Apr 2025

- Design across DeepPCB, a reinforcement-learning PCB router, and InstaNovo, a de novo peptide-sequencing model published in *Nature Machine Intelligence*, plus the design system behind both.
- Design dashboards and decision tools that turn model outputs into clear next steps for technical and enterprise users, including what they see when results are missing, wrong or uncertain.
- Own the design system: 10+ demo applications for clients, partners and BioNTech are built on it, and engineering has implemented its core components in code.
- Designed DeepPCB's public site (home, enterprise, pricing and onboarding), taking evaluators from the pitch to a signed-up account, and the InstaNovo brand and launch page.
- Prototype tricky interactions in code before handoff, then work with engineers on specs and design QA.

Steer AI · Tunis
Product Designer Lead — Oct 2021 – Nov 2023

- First and only designer, also covering product: set direction with the founders and reported to them directly.
- Took three products from zero to launch: a B2B marketing site, a B2B SaaS platform for used-car professionals, and a two-sided used-car marketplace built on verified inspection data and a pricing algorithm. Designed the brand identity.
- Interviewed 15 used-car buyers in person, ran usability tests and mapped journeys and competitors, then turned the findings into roadmap priorities with the CTO, engineering and marketing.
- Built the design system and shared UX patterns across all three products, and set up design critiques and handoff standards.

Groupado · Tunis
UX/UI Designer — Feb 2021 – Sep 2021

- Designed the website and mobile app for a skills marketplace where anyone can teach what they know, from user flows to production-ready screens, in eight months.
- Reworked navigation and information architecture around the core loop (find an experience, understand it, choose online or local, message the host) and built the homepage around search visibility from the start.

T-ledger (Konnect) · Tunis
UX/UI Designer — Feb 2020 – Jan 2021

- First and only designer among 15+ engineers and two product managers, on one of Tunisia's first digital wallets. Set up a design process and a design system where there was none.
- Designed the MVP end to end (brand, iOS and Android app, landing page), including onboarding, KYC and payments for first-time users. It launched in March 2021; Konnect later became the first payment facilitator licensed by the Central Bank of Tunisia.
- Designed the UX/UI and brand identity for a Tunisie Telecom project.

Skills

Product design	End-to-end product design, problem framing, interaction design, information architecture, AI and data-heavy interfaces, responsive and mobile, accessibility (WCAG)
Research and data	User interviews, usability testing, journey mapping, A/B testing, analytics-informed iteration
Working with engineering	Design systems (components, tokens, states), developer handoff, design QA, prototyping in code
Collaboration	Stakeholder alignment, client workshops, roadmap input, critique and mentoring
Domains	AI and machine learning, fintech and payments, B2B SaaS, marketplaces, ecommerce
Tools	Figma, Framer, ProtoPie, Claude Code, Git, Google Analytics, VWO, Miro, Jira, Notion

Independent work

- **Figma to code.** I design and build concept products end to end with Claude Code, including a skeleton-loading system that measures each component and gives it a motion recipe, packaged as a reusable skill.
- **Writing on AI UX.** Short pieces on interface patterns for AI products, such as alternatives to the empty chat box: starters, actions on selection, structured input, visible steps and sources.
- **Visual grammar.** A prototype that breaks reference images into the techniques doing the work and what they communicate, to explain design choices to clients instead of defending taste.

Education

BTS studies, Multimedia and Visual Communication · Carthage Art Academy · Tunis 2017 – 2021

Languages

Arabic (native) · English (professional) · French (professional)