

Hisham Jekhmane

UX/UI designer with a background in branding

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The Hague

Looking for a graduation internship in UX/UI design from February 2027

PROFILE	UX/UI designer with a background in graphic design and branding. I find out where users get stuck, through interviews and tests, and design digital products that solve it and fit the brand. I use AI as a tool to research and prototype faster.	
EXPERIENCE	Digital Designer	Aug 2026 – now
	Edumundo (edtech) · The Hague	
	• Design and build (with AI, in Lovable) a portal for HOGENT, a Belgian university of applied sciences: enrolment for courses and minors, attendance and feedback • Translate Edumundo’s new brand strategy into interface elements and components • Design and build a file environment for an education project in Rwanda, like Google Drive but smaller and more personal	
	UX/UI Design Intern	Feb – Jul 2026
	Edumundo · The Hague	
	• Designed the logo, identity and style guide for Socrado, an AI testing tool used at the HvA • Redesigned the test chat based on interviews, desk research, a competitor analysis and tests • Set priorities for improvements with the product owner (MoSCoW) • Helped shape the direction of Edumundo’s rebrand	
	Graphic Designer	Apr – Sep 2024
	TUI · Rijswijk	
	• Designed print and digital campaign assets for stores and events, together with marketing	
	Graphic Designer	Aug 2021 – Jun 2022
	MSIGHT · The Hague	
	• Designed visual identities and websites for clients	
	Onboarding team · Emergency responder	Apr 2024 – now
	Pathé · side job	
	• Train new colleagues; certified company emergency responder (BHV)	
PROJECTS	Chaimaa Cataleya	Brand identity and a luxury website with a 3-step booking form. Approved by the client after 3 feedback rounds.
	Client project	
	Wendbaargroeien	Usability research: 5 user tests, where I was the observer. 3 fixes proposed, most important first.
	School project	
EDUCATION	Bachelor Communication & Multimedia Design	2023 – 2027 (expected)
	The Hague University of Applied Sciences	
	Focus: UX/UI design and branding	
	MBO Graphic Design, level 4	2019 – 2023
	mboRijnland	
SKILLS	Research	Interviews, usability testing, desk research, competitor analysis
	Design	Interaction design, information architecture, user flows, wireframing, prototyping, design systems, accessibility (WCAG)
	Brand & visual	Logo design, visual identities, style guides, print and digital
	AI	A tool for research, data analysis and fast prototyping
	Tools	Figma, FigJam, Illustrator, InDesign, Photoshop, Lovable, Claude
	Languages	Dutch, English
	Other	Driving licence (B)