

Hamza Alabou
Designer engineer

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I help founders turn complex product ideas into software people can learn quickly, trust easily, and adopt naturally.

Over the past 5+ years, I've worked as a founding or sole designer across manufacturing, AI, and B2B SaaS, helping teams bring products from early concepts to production.

Open to Design Engineering and Senior/Lead Product Design roles.

References

- [Thibaud Godillot](#), Cofounder & CEO at [Juno](#)
- [Florian Harmand](#), PhD R&D Designer at [iQspot](#)

Work Experience

2025 — Current

Design engineer at [Fabriq](#)

First designer at Fabriq, helping shape the product and design foundations as the platform scaled across 750+ factories worldwide.

- Led the 0 → 1 design of new product areas, supporting product expansion and upsell opportunities
- Worked closely with users to identify workflow friction, shape product direction, and validate ideas through rapid prototyping
- Contributed directly to production implementation and iterated features from live customer feedback
- Improved product clarity across the platform, including dashboard usability, factory-facing interfaces, and the design system
- Collaborated with marketing on AI-generated demo content to improve product communication and website conversion

2025 — Current

Founder at [Odin](#)

Built and launched Odin, a planning product connecting long-term goals to daily execution. Led the product end-to-end across strategy, design, development, and user onboarding. Validated the product with active users and paying customers.

2023 — 2025

Lead Product Designer at [Juno](#)

Led product design for a manufacturing SaaS platform replacing paper-based workflows on the shopfloor.

- Supported company growth from 3 to 10+ clients and from \$300K to \$1M ARR
- Worked closely with founders, operations, and engineering to shape product direction and ship 20+ features that replaced spreadsheets and manual tracking workflows in factories
- Led the 0 → 1 design of an AI product that transformed engineers' operational knowledge into process recommendations
- Created interactive prototypes that helped validate concepts early and support sales conversations before development
- Built and scaled the design system to improve product consistency and execution speed

2022 — 2023

Freelance Product Designer at [iQspot](#)

Improved usability and consistency across a real-time energy management SaaS platform.

- Simplified complex workflows and reduced interface fragmentation across data-heavy operational tools
- Built a design system to improve product consistency, reduce design debt, and support faster engineering execution
- Used prototypes to validate workflows early and align product decisions before implementation

2021 — 2022

Founding Designer and first employee at [Dots](#)

Led 0 → 1 product design for an early-stage SaaS platform alongside founders and engineers.

- Turned an unclear idea into a validated product direction through user research, prioritization, and rapid prototyping
- Used interactive prototypes to support early client acquisition before development
- Reduced scope and focused the product around core workflows and essential use cases
- Built the design system, designed the marketing website, and collaborated closely with engineering during implementation

Education

2020 — 2022

Master's degree in Service and Product Design & Innovation Management, jointly delivered by Bordeaux Montaigne University and ENSAM (Arts et Métiers ParisTech)

Bordeaux, France

2017 — 2020

Bachelor's degree in General Design, University of Strasbourg.
Strasbourg, France

2017 — 2020

Preparatory Classes in Civil Engineering and Architectural Studies, Mohammed V University.

Rabat, Morocco

Side Projects

Ongoing

[Noema](#)

Ongoing

[Dead Simple Tasks](#)

Tools

ClaudeCode

Vercel

Github

Figma

Paper

Flora AI

ChatGPT

Raycast