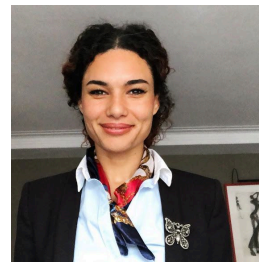


Chaymae LOUGMANI - CASANOVA

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EXPERIENCE

Beyond the Map (Agadir, Morocco) | Jul 2025 – Present
Founder

A model being trained on the history of Morocco. Beyond The Map brings the Moroccan heritage to life through AI and AR with a pilot in Agadir city.

Innovation Pie Ltd (UK, UAE, Morocco) | Mar 2019 – Present
Digital Transition & Digital Transformation Expert

- Led digital transformation projects for multinational financial institutions and governments, including FMBcapital Holding, Royal Bank of Scotland, HSBC, UK & Abu Dhabi Governments.

Zone Digital (Cognizant) (London, UK) | Mar 2018 – Mar 2019
Lead Experience Designer

- Managed the design team for the BMW Group's MINI online purchasing experience.
- Redesigned Unilever's internal budgeting and portfolio management software.
- Led payment journey designs for an FA England app in partnership with MasterCard.

Salary Finance (formerly Neyber) (London, UK) | Oct 2017 – Mar 2018, Backed by Goldman Sachs
Lead UX Strategist

- Created UX strategies to enhance digital banking experiences.
- Successfully launched Fin-well and savings & investment products.

Vitamin London Ltd (London, UK) | Sept 2016 – Sept 2017
Lead UX Designer

- Collaborated with the Horse Racing Authority and various investors and stakeholders to produce the first version of The Racing Manager.
- Led projects including the first version of the fintech app Lumio used to be called Nuddg.

Chaymae Lougmani Ltd (Morocco, India, Vietnam) | 2013 – 2016
Multi-Award-Winning Artist & Design Studio Owner

- Directed innovative digital and physical art projects, working internationally across multiple countries.
- Founded l'Atelier Art Studio in Ho Chi Minh city, focusing on interactive and immersive art experiences.
- Created multi-disciplinary, award-winning art installations that integrated both physical and digital elements, engaging audiences through interactive designs.

Revevol (New Delhi, India) | 2013
Junior UX Designer (Freelancer)

- Created CSS and HTML components for development teams.

DEGREES

- **Executive MBA (NECHE accredited)** – Al Akhawayn University, Executive Center, Casablanca (2021 - 2024)
- **Bachelor of Arts** – Institut Supérieur d'Art Dramatique et d'Animation Culturelle, Rabat (2008 - 2012)

CERTIFICATES & DIPLOMAS

- **Python for Data Science, AI & Development, IBM, Current**
- **Travel Agency Operations**, Dubai College of Tourism, July 2025
- **Generative AI: Prompt Engineering Basics**, IBM, July 2025
- **Hospitality Pricing Strategies and Distribution Channels**, Dubai College of Tourism, May 2025
- **Decentralized Finance (DeFi) Infrastructure**, Duke University, May 2025
- **Generative AI for Leaders**, Vanderbilt University, April 2025
- **Narrative Economics**, Yale University, April 2025
- **Agile Project Management**, Google, Jul 2024
- **Construct Stock Market Indices**, Coursera Project Network, Dec 2023
- **UX Design Immersive 12 week full time program**, General Assembly, London, Dec 2016
- **User Experience: Research & Prototyping**, University of California San Diego, Oct 2016
- **Input and Interaction**, University of California San Diego, Sept 2016
- **Social Computing**, University of California San Diego, Aug 2016
- **Human-Centred Design**, University of California San Diego, Aug 2016
- **CSS3/HTML5, JavaScript**, The Indian Institute of Hardware Technology, New Delhi, May 2013

PROFILE SUMMARY

Digital transformation expert, experienced in delivering large-scale projects across governments and large corporates. Proven track record of enhancing CX and driving innovation through lean methodologies. Multi-country deployments.

AWARDS & ACHIEVEMENTS

- **Winner, Nexmo Integration Prize** (SmallBizz Hack, Intuit Quickbooks, Code Node, London, Feb 2018), London
- **Top 10 Writer in Design Thinking** (Medium.com, 2017)
- **Peace Hack Winner** (International Alert, Google Campus, London, Oct 2016)

MENTORSHIP & JUDGING

- **Judge, SmallBizz Hack**, Feb 2019, Intuit Quickbooks, Code Node, London
- **Mentor & Judge, Amazon Alexa**, Designing for Voice, Apr 2018, Amazon HQ, London
- Mentored dozens of individuals who are now in senior/lead positions within renowned companies in the UK and abroad.

TALKS GIVEN

- **Value driven design**, BBC Africa, Jul 2019
- **Rapid validation A-Z**, BBC Africa, Feb 2019
- **Fintechs in Africa**, BBC Africa, Jan 2019
- **The art of storytelling**, The UX Crunch, Wework Algate, London, Jun 2018
- **Usability testing**, Tech Circus, London, Jul 2018
- **From art to tech, creativity and growth mindset** at UBS HQ London, Jun 2018
- **Research maturity within Fintechs**, The Fintech Design Summit, London, Apr 2018
- **How to design FCA regulated products** touching on TCF and GDPR, Mobile UX Conference, Fox Williams, London, Feb 2018
- **What the hell is UX?** Design thinking for startups, House of Sports, London, Oct 2017
- **Usability and accessibility in form design**, Mobile UX, Idea London, London, Apr 2017
- **Usability and accessibility in form design**, Mobile UX, Idea London, London, Jan 2017
- **How to design optimal forms**, Women Who Code, CodeNode, London, Dec 2016

SKILLS

- Cross-Country Deployment
- Digital Transformation & Innovation
- Management Consulting, Financial Services
- Agile Project Management, Stakeholder Management
- UX Design, User Research, Prototyping, Product Management
- Analytical Thinking, Decision-Making, Problem-Solving