Heni Hcini

Design Engineer | Product Design, UI/UX Design

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SUMMARY

Design engineer with a Bachelor of Software Engineering who designs and builds digital products end to end, from product design and UI/UX to shipped code. Freelancing with clients globally since 2019, with 344 completed Upwork jobs and a 100% Job Success Score. Trusted by 150+ founders and teams, including Johnson & Johnson, Veridise and HumanQ. Led end-to-end platform design at HumanQ for over three years. Founder of InvoiceBirds, an invoicing SaaS, and of Novira Studio.

SKILLS

Design: Product Design, UI/UX Design, User Experience (UX), User Interface Design, Human Interface Design, Mobile App Design, Web Interface Design, Interaction Design, Wireframing, User Interface Prototyping, Design Systems, Responsive Web Design, Dashboard Design, SaaS Design, Motion Design, Product Animation, Logo Design, Brand Identity, Graphic Design, UX Audits

Tools: Figma, Figma MCP, Figma to Code, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe Premiere Pro, Claude, Codex, Higgsfield, Vercel, Supabase

EXPERIENCE

Independent Design Engineer, Heniflow

Feb 2025 - Present | Remote

- Run an independent design studio, collaborating directly with startups, founders and businesses worldwide on websites, SaaS products and digital platforms.
- Redesigned the AuditHub web experience for Veridise, a Web3 security firm, turning a complex cybersecurity platform into a clearer, product-focused website.
- Built a client workspace with Next.js and Supabase where clients follow project updates, files and messages in one place.
- Turn Figma designs into production code using Figma MCP and Claude, reducing the gap between approved design and shipped product.

Founder, InvoiceBirds

Jan 2025 - Present | Remote

- Founded InvoiceBirds, an all-in-one business system for service businesses to create estimates, proposals, contracts and invoices, accept Stripe payments, and track expenses and taxes.
- Designed the complete UI/UX and dashboard, including an invoice builder with a live document preview and a design customization panel (templates, brand colors, logo, taxes, signature).
- Designed Birdy, an AI assistant that drafts a complete invoice from a single sentence.
- Created the brand identity and logo, and designed the animated product demos used across the website and documentation.

Founder, Novira Studio

Jun 2022 - Present | Bali, Indonesia (Remote)

- Founded a creative studio specializing in UI/UX design, branding, web development and digital products.
- Lead a team of engineers, designers and product thinkers that turns business ideas into digital products.

Freelance UI/UX and Product Designer, Upwork

2019 - Present | Remote

- Completed 344 jobs for clients globally with a 100% Job Success Score.
- Became an Upwork Talent Cloud member after successfully delivering a brochure for Johnson & Johnson France.
- Deliver UI/UX design, product design and website projects, from first brief to launch.
- Clients include Johnson & Johnson, Veridise, HumanQ, Jetfuel Finance, My Learning Online, Laseraid and Fairfield Dental.
- Built long-term client relationships that grew into multi-year contracts, including HumanQ.

Product Designer and Design Engineer (UI/UX and Systems Integration), HumanQ

Jan 2023 - Jun 2026 | San Francisco, California, United States (Remote, Contract)

- Led the end-to-end design of the HumanQ platform, from defining user experiences to crafting intuitive, scalable user interfaces.
- Collaborated closely with cross-functional teams to take designs from concept to production.
- Combined product design with design engineering and systems integration across the platform.

Mobile Developer and UI/UX Designer, Peep Connect

Jun 2022 - Jun 2023 | United States (Remote, Contract)

- Led the development of the mobile application using Flutter, Dart and Firebase.
- Contributed UI design improvements that enhanced the overall user experience of the apps.
- Worked in Scrum with cross-functional teams to streamline development processes.

User Interface Designer, Jarbly LLC

Mar 2021 - May 2022 | United States (Remote)

- Designed intuitive user interfaces for digital platforms, translating concepts into visual designs.
- Created logos, marketing materials and visual assets, keeping the brand consistent across platforms.
- Collaborated with cross-functional teams to align designs with brand and marketing objectives.

EDUCATION

Bachelor of Software Engineering

Ecole Superieure Privee d'Ingenierie et de Technologies (ESPRIT), Tunisia | 2017 - 2022

LANGUAGES

English