



JIHED TARHOUNI

PROFILE

I am a highly creative and detail-oriented graphic designer with 8 years of experience in visually crafting designs for various mediums. I am proficient in Adobe Creative Suite, with a strong understanding of color theory, typography, and layout design. I have a demonstrated ability to effectively collaborate with clients and team members to deliver exceptional design solutions. I am passionate about creating unique visual experiences

Skills

- ♦ Microsoft Office
- ♦ Microsoft PowerPoint
- ♦ Microsoft Office Word
- ♦ Adobe Photoshop
- ♦ Adobe Illustrator
- ♦ Adobe Premiere Pro
- ♦ Adobe After Effects
- ♦ Adobe InDesign
- ♦ canva

EMPLOYMENT HISTORY

graphic designer at FRIDA, Tunis

February 2013 — June 2013

- Developing and executing creative concepts for various marketing materials, including brochures, flyers, and banners.
- Collaborating with clients to understand their design needs and provide innovative solutions.
- Designing and maintaining the company's website, ensuring a user-friendly experience and visual consistency.
- Creating graphics for social media and digital advertisements to enhance brand visibility.
- Working closely with a team of designers, writers, and marketing specialists to propose cohesive design campaigns.

graphic designer at lab design, Tunis

July 2013 — December 2013

- Developed visually stunning brand materials, including logos, brochures, and website designs, resulting in a 20% increase in brand recognition and customer engagement.
- Worked closely with clients to understand their design needs and created custom graphics that effectively communicated their brand message, leading to a 95% customer satisfaction rate.
- Led a team of designers to successfully complete multiple large-scale projects within tight deadlines, ensuring fast delivery and exceeding client expectations.
- Implemented innovative design solutions and utilized the latest industry tools to optimize workflow efficiency, reducing project turnaround time by 30%.

Graphic/web designer at ims FIRM, Tunis

February 2014 — December 2015

- Designed and produced visually appealing packaging for a range of consumer products.
- Conducted in-depth research to stay updated on industry trends and competitor designs.
- Managed multiple design projects simultaneously, adhering to tight deadlines and maintaining high-quality standards.
- Collaborated with the marketing team to develop attractive product visuals for various marketing channels.
- Assisted in creating and executing brand guidelines, ensuring brand consistency across all design materials.

graphic designer at M3S, Tunis

January 2017 — December 2020

- Creating visually appealing graphic designs for marketing materials, including brochures, posters, and social media graphics.
- Editing and producing engaging videos for various platforms, including promotional videos, tutorials, and event recaps.
- Collaborating with clients to understand their design and video needs and providing innovative solutions.
- Managing multiple projects simultaneously, ensuring timely delivery and maintaining high-quality standards.
- Working closely with a team of designers, videographers, and marketing specialists to propose cohesive design and video campaigns.

Art Director at digital bundel, Tunis

December 2020 – December 2021

- Designing and implementing graphic elements for video projects, including lower-thirds, titles, and motion graphics.
- Editing and assembling raw footage, ensuring smooth transitions, appropriate pacing, and visual continuity.
- Applying color grading and correction techniques to enhance the overall visual quality of videos.
- Collaborating with clients to understand their video objectives and effectively translate their ideas into compelling visual stories.
- Managing project timelines, organizing multimedia resources, and delivering final videos in various formats.

Art Director at DEZART, Tunis

December 2021 – Present

- Led a creative team in developing visual concepts and designs for various projects, including print and digital media, advertising campaigns, and brand initiatives.
- Worked closely with clients, marketing teams, and other stakeholders to understand project requirements and objectives.
- Provided strategic guidance and artistic direction to ensure effective communication of brand messages through visual elements.
- Oversaw the entire creative process, from initial ideation to final execution, ensuring high-quality standards and adherence to project timelines.
- Managed and mentored a team of designers, providing feedback, guidance, and support to foster their professional growth.

EDUCATION

Multimedia Communication, Higher Institute of Multimedia Arts of Manouba, Tunis

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September 2010 — June 2013

HOBBIES

travel, reading, music, sports, cooking

LANGUAGES

☒ arabe

☐ français

☐ anglais