



ADEM BOUGHANMI

Summary :

Creative and detail-oriented Graphic Designer & Web Designer with over 7 years of professional experience in visual design, motion graphics, branding, and digital products. Strong background in web design for mobile & web, marketing visuals, and motion content, with solid experience working alongside developers and marketing teams. Passionate about turning ideas into clear, engaging, and conversion-focused visuals.

Experience :

2024 - Current Creative Director / Web Designer | YopCom Digital

2 Years
Full-time

I led visual direction for digital products and brands, shaping clear and engaging experiences across web and mobile. My work includes creating full brand identities, building design systems, and crafting landing pages, dashboards, and SaaS interfaces. I also partnered closely with developers to bring designs to life and delivered marketing visuals and motion ads.

- Partnered with teams to help develop campaign art direction and contributed ideas during content brainstorm sessions to further
- Possessed knowledge and skills to operate variety of broadcast, videography and lighting production equipment.

2022 - 2024 Senior Graphic Designer / Motion Artist | MH Production

2 years
Full-time

I blended creativity with technology to create visually compelling materials. I collaborate with Developers and Marketers contributing to the development of engaging presentations, interactive visuals, and user-friendly interfaces for online commercials.

- Designed high-quality graphics in Adobe illustrator for use in marketing projects.
- Created animation and motion graphics content, assets and layouts for diverse clients and projects.
- Reviewed and suggested improvements to artwork and design output.
- Verified data accuracy by consistently reconciling work with documentation.

2021-2022 Graphic Designer / Socia Media manager | TrustManPower ltd.

1 year
Freelance

- Managed numerous projects simultaneously to meet tight deadlines.
- Prepared final print-ready image files to send to production.
- Delivered projects with creativity, speed and accuracy, utilizing exceptional layout and design skills.
- Produced new ideas for company branding, promotional campaigns and marketing communications.

2019-2021 Marketing & Printing Coordinator | Otaky Store

10 months
Full-time

Dedicated Printing and Marketing Specialist with a focus on Japanese cultural aesthetics. Proven track record of managing end-to-end production of high-quality printed materials while developing marketing strategies that resonate with fans of Japanese media, art, and lifestyle.

- Developed daily, weekly and monthly storyboards integrating key photography and videography.
- Coordinated promotional events and product launches, ensuring all marketing collateral was culturally authentic and visually striking.
- Collaborated with suppliers to source premium materials that reflect the "Otaku" aesthetic and high-end Japanese craftsmanship.

CONTACTS



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Skills

- Adobe Illustrator / Photoshop
- Adobe After Effects / Capcut
- Figma
- Storyboarding
- Product marketing visuals
- Wordpress
- MS WORD, PP, EXCEL

Hobbies

- Cinema
- Anime
- Drawing

Languages

- Arabic
- French
- English

Certifications

- Design Thinking
- Interactive eLearning and Assessment
- Achieving better work/life Balance

Education :

- 2012 - 2016 High school diploma | Ariana High school
4 years
 - Diploma in arts and literature
- 2016- 2019 Bachelor of Arts (B.A.) | Higher Institute of Arts and Crafts of Sfax
3 years
 - Bachelor diploma in Audiovisual and Visual Communication

Volunteering :

- 2020 - Current Environmental education project Manager | Youth For climate
- 2020 - 2023 Associate | Red Crescent Tunisia
- 2021 - 2023 Associate | Aiesec