

ART DIRECTOR · VISUAL DESIGNER

YAMEN NASRI

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PROFILE

Art Director and **multidisciplinary** visual designer focused on brand identity, campaigns, social media, motion and digital experiences.

EXPERIENCE

ART DIRECTOR

IBcomProd — Tunis 2026 - Present

Lead visual direction across branding, digital campaigns and motion.
Develop creative concepts and campaign systems.
Art-direct key visuals, branded content and audiovisual projects.
Ensure consistency across formats and platforms.

SENIOR GRAPHIC DESIGNER

Pi 2r Agency — Tunis 2025 — 2026

Developed creative concepts for digital campaigns.
Designed branded content and social media visuals.
Created motion graphics and visual identities.

GRAPHIC DESIGNER

Service Horizon — Tunis 2022 — 2025

Designed visual identities and marketing materials.
Created social media and digital campaign assets.
Produced motion graphics and animated content.

EXPERTISE

Art Direction
Brand Identity
Digital Campaigns
Social Media Design
Typography & Layout
Motion Graphics
UI/UX Design
Video Editing

TOOLS

Adobe Photoshop
Adobe Illustrator
After Effects
Premiere Pro
Figma

EDUCATION

**National Degree
in Graphic Design**
Université Centrale
2018 - 2021

LANGUAGES

Arabic — Native
French — Professional
English — Professional