

Zohra Amel Ouferhat

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Ottawa, Ontario

SUMMARY

Bilingual Graphic Designer specializing in brand identity, print, digital media, and web design. Skilled in creating engaging and impactful visuals that enhance brand presence across multiple platforms. Expert in industry-leading tools, delivering high-quality designs for both print and digital use.

WORK EXPERIENCE

Head of Visual Communications

2020 - 2024

Serge Tagliaboschi SARL • Montreux, Ontario

Remote position

- Collaborated with internal teams to establish a strong visual digital communication for the group.
- Led a team by assigning tasks, managing workflows, and ensuring high-quality deliverables.
- Created detailed project plans, set deadlines, and successfully managed and completed projects.
- Developed and implemented a cohesive visual communication strategy for the group.
- Led the creation and evolution of multiple brand identities within the group.
- Conceptualized and developed strategic visual communication plans.
- Designed and developed brand identities, marketing materials, and digital assets.
- Designed and prototyped websites for various companies.
- Produced digital content, including social media visuals and newsletters.
- Worked on print design projects to enhance brand visibility and engagement.
- Managed and directed the visual storytelling approach to enhance audience engagement.
- Planned for the creation of a new web agency dedicated to creative services, developing its creative vision and structure.

Graphic Designer

2019 - 2020

Abcom • Oran, Algérie

- Consulted with clients to determine project specifications.
- Identified tools and materials to deliver desired visual communication.
- Created branding and corporate style guides.
- Designed print graphics for a wide range of materials.
- Created digital graphics for web and social media platforms.
- Designed mockups and graphic prototypes for the agency's website.
- Updated and revamped existing brand identities.
- Operated equipment such as digital printers, cutting machines, plotters, laminators, and laser cutters.

Graphic Designer and Web Designer

2018

Golden SBM • Oran, Algérie

- Designed logos for various products.
- Created graphic content for social media campaigns.
- Developed product packaging designs.

- Created website mockups and landing pages for advertising.

EDUCATION

Master's degree in mathematics and computer science USTO-MB • Oran, Algérie Distributed Systems and Networks	2018 - 2019
Bachelor's degree in mathematics and computer science USTO-MB Computer Systems	2016 - 2017
High School Diploma Independent Candidate • Oran, Algérie Experimental sciences	2014 - 2015
High School Diploma Lycée Cheikh Abd El Kader El Yajour • Oran, Algérie Experimental sciences	2013 - 2014

SKILLS

Logo & Brand Identity

- Custom visual identity creation tailored to the company's values and vision.
- Logo design and development of brand guidelines.

Web Design UI/UX

- Modern, ergonomic user interface design.
- Creation of wireframes, interactive prototypes, and visual mockups.
- UX optimization through user behavior and needs analysis.
- Collaboration with development teams to ensure design consistency.

Graphic Design & Print Materials

- High-quality print material production, including brochures, posters, business cards, and flyers.
- Expertise in print techniques for professional outcomes.
- Balanced and visually appealing layouts tailored to audience needs.
- Advanced color management for optimal visual impact.

Tools

- Adobe Creative Suite: Photoshop, Illustrator (expert in photo editing and vector design).
- UI/UX Tools: Figma, Adobe XD (wireframes, interactive prototypes).
- Other Software: After Effects (motion graphics and video editing).

Other Skills

- Front-End Web development (See my resume)

LANGUAGES

French, English, Arabic