

# Ayoub Loudini · Brand Designer

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## Profile

Brand designer who creates visual identities and brings them to life across every touchpoint, from the logo to the website and social media. Trained in graphic design and then web design, I connect art direction, marketing strategy and user experience to build brands that are consistent, recognizable and effective.

Available immediately for a permanent position or freelance projects, open to relocation within France.

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## Professional Experience

### Winalia.gg | UX/UI Designer

Paris, remote | March to May 2026 | Internship

- Audited the web app (18 issues found, 6 of them critical), analyzed 8 competitors and built 4 personas.
- Redesigned 5 key screens in Figma and delivered a dark mode design system, now being implemented.

### Freelance | Brand Designer

Reims and remote | since November 2024 | Self-employed

- Designed complete visual identities for entrepreneurs and businesses.
- Defined each brand's positioning and marketing strategy, then its digital communication plan.
- Created print and digital collateral, social media content and website mockups.

### Bricodéco | Graphic Designer and Digital Marketing Officer

Casablanca, Morocco | September 2023 to March 2024 | Full-time

- Produced the retailer's print and digital materials, including catalogs, posters and social media visuals.
- Shot and edited photo and video content, managed and optimized Meta Ads campaigns.

### Combined | Multimedia Designer

Morocco | May to July 2023

- Led the complete rebranding of a law firm, from logo and guidelines to its digital materials.

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## Projects

### Geoptime | Brand Identity, Strategy and Web Design

University team project for a start-up based in Angers | 2026

- Positioned the brand based on a regional, national and international benchmark.
- Defined the communication strategy and the launch marketing strategy.
- Created the brand's complete visual guidelines (30 pages) and the website mockups.

### Arinea Studio and Posteria | Two Art Poster Brands

Entrepreneurial projects | November 2024 to August 2025

- Built two brands from scratch, from naming to art direction, including logo and guidelines.
- Launched the Shopify and Etsy stores, managed SEO, social media, and Meta and TikTok Ads.
- Reached 138 total sales, including 51 digital posters sold with no advertising budget.

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## Education

### University of Reims Champagne-Ardenne | Professional Bachelor's in Digital Professions

Reims, France | 2025 to 2026

### OFPPT | Advanced Technician Diploma in Computer Graphics

Morocco | 2021 to 2023

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## Skills

- **Brand identity:** logo, visual guidelines, art direction, naming, print design
- **Digital design:** UI design, web design, design systems, prototyping, responsive design, UX audit
- **Digital marketing:** brand strategy, SEO, Meta Ads, TikTok Ads, Shopify, content creation
- **Tools:** Figma, Illustrator, Photoshop, CapCut, WordPress, HTML/CSS
- **Languages:** French (fluent), Arabic (native), English (intermediate)
- **Alongside studies:** sales associate at B&M France, part-time permanent contract (2025 to 2026)