Curriculum Vitae - Graphic Designer (Morocco Casablanca)

# Curriculum Vitae

## Jean-Luc Dubois

**Graphic Designer | Morocco Casablanca**

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## Professional Summary

A passionate and innovative Graphic Designer based in Morocco Casablanca, with over five years of experience in creating visually compelling designs that resonate with both local and international audiences. Specializing in branding, editorial design, and digital media, I combine a deep understanding of Moroccan culture with modern design trends to deliver solutions that are culturally relevant and globally appealing. My work has been recognized for its creativity and ability to bridge traditional aesthetics with contemporary visual storytelling.

## Work Experience

### Senior Graphic Designer

**Lumière Studio, Casablanca, Morocco** | January 2019 – Present

* Lead the design of branding materials for over 50 clients, including local businesses and international brands operating in Morocco.
* Collaborated with marketing teams to develop campaigns that enhanced brand visibility in Casablanca’s competitive market.
* Created editorial designs for magazines and digital publications, incorporating Moroccan motifs and typography to align with regional preferences.
* Managed a team of junior designers, ensuring high-quality outputs that met project deadlines and client expectations.

### Graphic Designer

**ArtVision Agency, Casablanca, Morocco** | June 2016 – December 2018

* Designed logos, packaging, and social media assets for clients in the food and fashion industries, with a focus on Moroccan-inspired aesthetics.
* Developed digital marketing materials that increased client engagement by 30% within six months.
* Worked closely with art directors to conceptualize creative ideas that reflected the unique identity of Casablanca’s cultural landscape.
* Provided training sessions on design software to internal teams, improving overall efficiency and creativity.

### Freelance Graphic Designer

**Casablanca, Morocco** | January 2015 – May 2016

* Offered custom design services to startups and SMEs, focusing on building strong visual identities that aligned with Moroccan market demands.
* Created website mockups, brochures, and advertising materials for clients in the tourism and real estate sectors.
* Collaborated with local artists to produce limited-edition designs that celebrated Morocco’s heritage and contemporary art scenes.

## Education

### Bachelor of Arts in Graphic Design

**École Nationale des Beaux-Arts, Casablanca, Morocco** | 2011 – 2015

* Graduated with honors, focusing on typography, color theory, and digital illustration.
* Participated in workshops led by renowned designers from Morocco and abroad, gaining insights into global design practices.
* Completed a final project titled “Modernizing Moroccan Folk Art for the Digital Age,” which was exhibited in Casablanca’s Contemporary Art Center.

## Skills

* **Software Proficiency:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Canva.
* **Creative Expertise:** Branding, Editorial Design, UI/UX Design, Digital Illustration.
* **Cultural Awareness:** Deep understanding of Moroccan art and design traditions (e.g., Islamic geometric patterns, Berber symbols).
* **Communication:** Excellent verbal and written communication in Arabic, French, and English.
* **Project Management:** Ability to manage multiple projects simultaneously while maintaining attention to detail.

## Projects & Portfolio

As a Graphic Designer in Morocco Casablanca, my work often reflects the region’s vibrant culture and evolving design trends. Notable projects include:

* **“Casablanca Heritage Campaign”**: Designed a series of posters and social media assets celebrating the city’s architectural landmarks, which were used in a local tourism initiative.
* **“Moroccan Fusion Branding”**: Created a modern logo and packaging for a boutique clothing line that blended traditional Moroccan patterns with minimalist aesthetics.
* **“Digital Magazine Redesign”**: Revamped the layout of a Casablanca-based lifestyle magazine, increasing reader engagement by 25% through improved visual storytelling.

**Portfolio Link:** [www.jeandubois.design](https://www.jeandubois.design)

## Languages

* Arabic (Fluent)
* French (Fluent)
* English (Proficient)

## Additional Information

I am actively involved in the Morocco Casablanca design community, regularly participating in local design events and workshops. My goal is to contribute to the growth of the graphic design industry in Morocco by sharing knowledge and fostering collaboration among creatives.

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