

YOUSSEF EL AROUI

MULTIMEDIA DESIGNER

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PROFESSIONAL SUMMARY

Experienced Multimedia Designer with a strong track record of creating clean, professional, and brand-compliant visual content. Specialized in digital illustration, e-commerce branding, and pre-press production. Proficient in industry-standard design software and AI-assisted workflows to optimize efficiency. Committed to delivering impactful, high-quality visual assets that elevate brand identity and drive business growth.

PROFESSIONAL EXPERIENCE

AI Automation Agency (Dahbi Group)

Multimedia Designer

Tangier, Morocco

Nov 2025 – Jan 2026

- Developed comprehensive visual identities and static ad creatives for international Direct-to-Consumer (DTC) brands, including **Amarapure** and **Spottracker**, maintaining strict adherence to brand guidelines.
- Produced clean, high-impact video content and motion assets tailored for targeted social media advertising campaigns.
- Designed and prepared technical pre-press production files for various corporate print materials, including luxury gift bags and executive certificates.
- Created specialized visual assets for digital signage displays and custom event trophies.

Independent Multimedia Designer

Freelance Designer

Kenitra, Morocco

Jan 2019 – Present

- Established distinctive visual identities and high-performing marketing creatives for diverse clients, supporting successful Meta and Google Ads campaigns.
- Designed responsive, conversion-focused landing pages for e-commerce businesses on platforms including **YouCan** and **Shopify**.
- Managed active Print-on-Demand (POD) storefronts on **Merch by Amazon** and **Redbubble**, creating an extensive design catalog and applying Direct-to-Film (DTF) printing standards.
- Leveraged **Midjourney** and **Gemini** to accelerate rapid concept ideation, storyboarding, and visual prototyping workflows.

TECHNICAL SKILLS

- Design & Illustration:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Affinity Designer, Photopea.
- Video & Motion:** Adobe Premiere Pro, Adobe After Effects.
- Digital Marketing:** E-commerce Branding, Meta (Facebook) Ads, TikTok Ads, Google Ads, Landing Page Design (YouCan, Shopify).
- Print & Production:** Pre-press File Preparation, DTF & DTG Printing, Digital Signage, Photography & Editing.
- AI & Workflow Optimization:** Midjourney, Gemini, AI-driven creative automation.

EDUCATION

Vocational Training Center (OFPPT) — Kenitra, Morocco

2021 – 2022

Technical Training in Graphic Design

Ibn Tofail University, Faculty of Sciences — Kenitra, Morocco

2019 – 2020

1st Year – Physical Sciences & Chemistry

Al Qods High School — Kenitra, Morocco

2018 – 2019

High School Diploma in Experimental Sciences (Physics Option)