HASSAN LOUAH

Senior Graphic Designer | Art Direction

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SUMMARY

Senior graphic designer creating cohesive visual identities and communication materials, from concept throughproduction. My experience connects branding, digital campaigns, packaging and outdoor advertising with a practical understanding of manufacturing constraints. I combine research, collaborative brainstorming and attention to detail to give projects a clear creative direction.

EXPERIENCE

ADSPHERE

Senior Graphic Designer | Jul 2023 - Oct 2026

Brand identities, campaigns, social content, packaging and print; projects from brief to delivery.

Interim Art Director | Jan - Jul 2026

Concepts, creative coordination and visual quality.

QUANTUM ELECTRONICS / ORYX

Senior Graphic Designer | Mar 2021 - Jun 2023

Visual identities, advertising, print layouts and 2D facade, gate and window design.

STG TELECOM

Senior Graphic Designer | Jul 2018 - Mar 2021

Web and Android/iOS visual design; turnkey projects and printing machinery.

VITAL PUB

Graphic Designer and Workshop Manager | Oct 2015 - Jun 2018

Large-format print, milling/cutting preparation, quality and production priorities.

COLORS SERVICES

Freelance Graphic Designer | Aug 2015 - May 2018

Advertising, billboards, small-format print and vinyl-cutting preparation.

TYPO EDIT

Graphic Designer and Printer | Nov 2014 - May 2015

Brand guidelines, small-format printing and prototypes.

TANJA PUB

Graphic Designer | Nov 2012 - Mar 2014

Posters, POS displays, social visuals and photography.

ADDITIONAL PRACTICE

Field research and benchmarking; creative coordination; YouTube research, scripts, editing, thumbnails and performance analysis.

EXPERTISE

- Brand identity and Guidelines
- Digital campaigns and Social Design
- Packaging and POS Displays
- Web and APP Visual Design
- Outdoor and Facade Branding
- Industrial Print and Production

TOOLS

Design
Illustrator, Photoshop, InDesign, Blender

Video
Premiere Pro; After Effects for basic motion graphics

Production
Small- and large-format printing, industrial machinery, CNC and laser cutting

Creative AI
Claude, ChatGPT, Gemini, Grok, ElevenLabs

EDUCATION

Specialized Technician Diploma in Computer Graphics
ISMONTIC | 2012 - 2014

Microsoft Office Specialist
ISMONTIC | Aug 2014

Studies in Life and Earth Sciences
Université Abd. Essaâdi | 2013 - 2014

Baccalaureate in Life and Earth Sciences
Lycée Oued Eddahab | 2012

LANGUAGES

- Arabic: native
- English: fluent
- French: conversational
- Spanish: conversational