



Salmouna Ines

GRAPHIC DESIGNER

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EDUCATION

2007 - 2012

NATIONAL DIPLOMA IN ARTS AND CRAFTS
SPECIALTY GRAPHIC DESIGN
Higher Institute of Fine Arts of Sousse

2007

BACCALAUREATE IN HUMANITIES

SOFTWARES

Adobe Photoshop	██████████
Adobe Illustrator	██████████
Adobe Indesign	██████████
CANVA	██████████
SketchUP	██████████
Microsoft Word	██████████
Microsoft Exel	██████████

EXPERIENCE

- **Graphic design trainer at OPTIMUS TRAINING: Training Centre vocational training in Monastir**

Feb 2024 - Present

As a graphic design trainer, I teach learners the skills needed to master visual creation tools and techniques. I teach software such as Adobe Photoshop, Illustrator, and InDesign, while guiding my students through the principles of graphic design, typography, and layout. My role is also to develop their creativity, to accompany them in the

- **Artistic Director Take 5 Design and Communication**

Mars 2018 - Present

***Definition of creative vision:** develop the overall artistic direction of projects. Establish style, visual and graphic identity guidelines in accordance with the client's strategy.

Creative team coaching: leading and mentoring graphic designers, designers and other creatives by ensuring the work of the team is consistent with the vision and creative concept.

Collaboration with clients: I am the main point of contact with clients for creative aspects. Translate their needs into visual proposals and ensure that creative solutions are in line with their expectations.

SKILLS

Knowledge of advertising
Image of the company
Digital graphics
Creation of logos
Design of brochures, catalogues
Design of website models
Project coordination
Teamwork
Organization
Communication skills Leadership
Adaptability
Customer relationship
Autonomy

LANGUAGES

Arabic
French
English



HOBBS

Design
Sport
photography

supervision of projects: Monitoring project progress from initial design to completion, ensuring that time, budget and technical requirements are met.

Validation of concepts:: Before any presentation to the client, I validate the concepts, models and renderings to ensure that they meet the quality and vision defined.

Watch and inspire: I must be constantly aware of the current trends in design, typography, colours and visual innovations to stay on top.

Receipt of feedback and adjustments:

I take into account feedback from clients or internal stakeholders to make adjustments while maintaining the artistic coherence of the project.

● Professional graphic designer

Prestige Com

Jan 2015 – Dec 2017 MONASTIR-TUNISIA

Creation of visuals: Design graphic elements for various media, whether print (posters, brochures, flyers) or digital (web banners, social networks)

Visual identity design: development of logos, colour palettes, typographies and other graphic elements that define the visual identity of a brand or company.

Layout of the page: Creation of harmonious graphic compositions for magazines, books, catalogues or advertising documents respecting the rules of layout, typography and visual hierarchies.

Follow-up of customer briefings: I take into account the client's expectations, interpret the brief, propose concepts and creative solutions according to the needs expressed.

Image Retouching: Improve the visual quality of images by making color corrections, light changes, and sometimes complex photo mounts.

collaboration with teams: often works in teams with art directors, marketers, writers and developers to ensure consistency of projects.

Prototypage et présentation: I prepare mock-ups or prototypes to present my concepts to clients or the internal team before final production.

Creating files for printing or distribution!: prepare the files according to technical standards required for printing (high-resolution PDF, color separation, lost backgrounds) or digital publishing (web-optimized image formats, responsive design).

Gestion de projets: My level of experience allows me to manage projects from the ground up, taking care of planning, meeting deadlines, and coordinating with other stakeholders.

- **Graphic designer**

General Print

Nov. 2012 – Dec. 2014 MONASTIR-TUNISIA

Performing simple tasks: I frequently work on specific tasks, such as creating basic visuals like banners, flyers, and business cards, or breaking down already established concepts.

Basic layout: My level of experience allows me to manage projects from the ground up, taking care of planning, meeting deadlines, and coordinating with other stakeholders.

Image retouching: learn how to do basic photo retouching such as color adjustment, resizing, and cleaning images in Adobe Photoshop.