

# YOUSSEF **FOUNJI**

## GRAPHIC DESIGNER & ART DIRECTOR

 Lévis, QC, Canada

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 [portfolio.founji.com](http://portfolio.founji.com) |  Social Networks [@yousseffounji](https://www.linkedin.com/in/youssef-founji/)

## PROFESSIONAL PROFILE

Creative and versatile Graphic Designer & Art Director passionate about crafting compelling visual stories and immersive digital experiences. From traditional illustration to advanced digital media, I seamlessly blend creativity with strategic insight, creating impactful branding, managing dynamic advertising campaigns, and delivering engaging multimedia content.

Having refined my expertise through diverse roles in communication agencies internationally, I've deepened my proficiency in graphic design, digital media management, and innovative content creation. Driven by curiosity and a commitment to innovation, I utilize skills in photography, videography, editing, and motion graphics to produce visually captivating projects that remain fresh and relevant amid evolving digital trends.

## KEY SKILLS

-  Visual Design: Adobe Illustrator, Photoshop, InDesign
-  Video & Motion: Premiere Pro, After Effects, DaVinci Resolve
-  Photography & Videography: Advanced techniques & commercial visuals
-  Digital Content: Web graphics, social media management, 360° content creation
-  UI/UX Design: Figma, Adobe XD
-  Basic Web Coding: HTML, CSS

## PROFESSIONAL EXPERIENCE

### Graphic Designer | Multi-images (Quebec, QC | 2024 – Present)

- Developed dynamic visuals for print, significantly boosting client engagement.
- Managed end-to-end projects, meeting tight deadlines and exceeding client expectations.

### Graphic Designer (Remote) | RCM Montréal (Montreal, QC | 2023 – 2025)

- Crafted impactful digital graphics and multimedia content for diverse online marketing initiatives.
- Enhanced brand presence through creative visual strategies across social media platforms.

## Art Director | ADWEB Communication (Casablanca, Morocco | 2021 – 2024)

- Led creative direction and strategic planning for major advertising campaigns.
- Coordinated a team of designers and content creators, achieving high client satisfaction and notable audience growth.

## Art Director | Creative Mashup (Casablanca, Morocco | 2020 – 2021)

- Developed cohesive branding and visual identities for clients in multiple sectors.
- Successfully managed projects from conceptualization through execution.

## Graphic Designer | Maroc Art (Casablanca, Morocco | 2014 – 2020)

- Designed compelling graphics and visual materials for various artistic events and promotional campaigns.

## 🎓 EDUCATION & TRAINING

- Google UX Design Professional Certificate (2024)
- UI/UX Design – Google Coursera (2021)
- Advertising & Fashion Photography – Photography School, Casablanca (2015-2016)
- Graphic Design Qualification – OFPPT Training Center (2014)
- Science, Mathematics, Computer Science – DEUG, Hassan II University (2013-2015)

## 🏅 CERTIFICATIONS

- Graphic Design History and Concepts
- Visual Design with Adobe Photoshop CC
- Graphic Design & Illustration with Adobe Illustrator CC
- Technical Management Certification TBM 1 & 2
- Motion Design & Video Editing (Adobe CC Suite)

## 🌐 LANGUAGES

-  French: Intermediate
-  English: Intermediate
-  Arabic: Native

✨ Portfolio: [Portfolio](#)

👉 Let's connect and create together!



SCAN ME!