

Designer with 6 Years of Experience
Fluent English, Professional French & Arabic

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[Behance portfolio](#)

HATHEMI SMEDHI

GRAPHIC/MOTION DESIGNER

With over six years of experience in the dynamic creative industry, I am an enthusiastic graphic designer, illustrator, and motion designer. Throughout my career, I have had the privilege of collaborating with exceptional clients from diverse corners of the globe. I am always looking for new ways to express my creativity and make a lasting impression with my work. I believe that creativity is the key to making a lasting impact and I strive to bring my unique perspective to all of my projects.



EMPLOYMENT SUMMARY

Mars 2019 - Present

Senior Graphic and motion designer - *Inkyfada*

- Delivered creative solutions as a point of contact throughout the design process and met tight deadlines while staying within specification and budget constraints.
- I created editorial artwork and graphics to illustrate a variety of articles and podcasts, highlighting a broad range of topics such as freedom of speech, women's and people of color's rights, LGBT+ rights, harassment, investigative works, and more. By doing so, I was able to bring these stories to life and help create a more engaging and meaningful experience for readers.
- Worked as the lead designer and instructor for the Jaridaty project.
- I took charge of implementing and crafting design templates for a wide

range of social media content, including quotes, illustrations, videos, and teasers.

- Constructed high-quality motion graphics that brought concepts to life for various media outlets and organizations, such as *Amnesty International*, *Media Support International*, *the International Consortium of Investigative Journalists*, *the Open Society Foundations*, and *the Tahrir Institute for Middle East Policy*. These motion graphics provided a visually engaging way to communicate complex ideas, helping to bring the organizations' messages to a wider audience.
- I co-hosted a workshop on mobile journalism, providing attendees with the tools and knowledge they need to create compelling stories using their mobile devices. I discussed the latest trends in mobile journalism, as well as the best practices for capturing and editing content on the go. Attendees left the workshop with a newfound appreciation for the power of mobile journalism and the ability to create engaging stories with their phones.
- Additionally, I created mood boards, storyboards, and visual identities to craft a unified design aesthetic. By combining these elements, I was able to create a cohesive design that was both visually appealing and effective.
- I also mentored junior members of the team, providing guidance and support to help them develop their skills.

2018

T-Shirt & Freelance Designer - *Freelance*

- Made over 120 T-shirt designs and published in various online marketplaces including Redbubble, TeePublic, CafePress, Society6 and Merch by Amazon.
- Made Digital Drawings for approximately 30 of those, employing the ideas of floral typography, empowerment and abstract portraits.

2016 to 2017

Co-Founder - *Rustic Cafe*

- After brainstorming, we developed a vision for a new cafe that would be built around the aesthetic of wood, metal, simplicity, calmness, and gentle music.
- We created a simplistic brand aesthetic, including a color palette, logo, and menu in Illustrator that would capture the essence of the cafe. Our goal was to create a tranquil atmosphere that would provide a peaceful respite from the hustle and bustle of everyday life.
- I designed the decor for the cafe, supervised the renovation of the location, and coordinated the construction of custom furniture with a carpenter to ensure that the interior design complemented the core brand's desired aesthetic.
- My partner and I co-managed the cafe, with me taking responsibility for financial management. This included daily balancing of the cash register, management of monthly profit and loss spreadsheets, and preparation of reports and documentation for our accountant. I ensured that the cafe's financials were kept in order, allowing us to make informed decisions and maximize our profits.

2015

Part Time Teacher - *Les Jeunes Créateurs*

- I conducted research into educational resources to create a tailored curriculum for teaching small groups of children of varying ages and abilities.
- I provided weekly lessons to two groups of 10 children, focusing on topics such as drawing, illustration, and color theory.
- By doing so, I was able to help the children develop their artistic skills and gain a better understanding of the fundamentals of art.

2013 to 2015

Took leave from working to undertake a diploma in fashion design.

2011 to 2012

Motion Designer - *Dev Future Agency*

- Working in a team of four, including a film editor, music producer, and two motion designers, we catered to the needs of French clients from a variety of industries, ranging from food to furniture.
- Utilizing Adobe Photoshop and After Effects, we composed video animations to create captivating animated videos for our clients to showcase their products and services.



EDUCATION

2008 to 2012

Bachelor's Degree in Multimedia & Communication

Institut Supérieur des Arts Multimédia de la Manouba (ISAMM)

2013 to 2015

Diploma in Fashion Design (Partially Completed)

L'Institut du Style et de Design de Mode (ISDM)



COMPETENCIES

- ★ Branding
- ★ Problem solving
- ★ Adobe Photoshop
- ★ Adobe Illustrator
- ★ Adobe After Effects
- ★ Figma
- ★ Adobe InDesign
- ★ SYSTEMAX PaintTool SAI
- ★ CLIP STUDIO PAINT

- ★ T-Shirt Design
- ★ Print Design
- ★ Social Media
- ★ Logo Creation
- ★ Video Animation
- ★ Interior Design
- ★ Brand Aesthetics
- ★ Art & Digital Painting
- ★ Autodesk Maya

- ★ Color correction
- ★ Cafe Management
- ★ Teaching
- ★ Small Business
- ★ Online Commerce
- ★ Online Marketplaces
- ★ Sewing