

# Wassim Ben Ammar

## Graphic Designer

Innovative Graphic designer with a range of UI, motion, and game design experience. Equipped with a degree in software engineering, I contribute a special fusion of technical expertise and creative vision to every project, resulting in impactful and innovative design solutions.

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## WORK EXPERIENCE

### GRAPHIC DESIGNER

12/2023 - PRESENT

APPUI AUX INITIATIVES SOCIALES ET ECONOMIQUES - AISE

**Lead Graphic Designer for Fe3il.a, Jeun'ess, Eu4youth** 12/2023 - PRESENT

**Lead Graphic Designer for Maghroum'in** 10/2023 - 02/2024

#### Tasks :

- Led the rebranding of the Fe3il.a project, developing a new visual identity and creative direction.
- Created multiple themed designs for each month, ensuring consistency across different visual elements.
- Designed engaging social media content, including graphics and visuals to promote the projects.
- Developed document layouts for various publications, ensuring clear communication and professional presentation.
- Provided graphic support for print materials, such as flyers, banners, and posters, for event marketing.

### MOTION GRAPHICS DESIGNER

10/2021 - 10/2023

BOOSTCOM

#### Tasks :

- Designed engaging social media content, including graphics and visuals to promote multiple projects
- Provided graphic support for print materials, such as flyers, banners, and posters, for event marketing.
- Developed animated logo designs that enhanced brand identity and engagement.
- Created explainer videos that simplified complex concepts, improving audience understanding and retention.

*Projects : 3rd Republic Party , Crispy Naan , Wallah We can , La Demeure , Le parking Du lac , Ftusa , Gac Motors*

### UI AND BRAND DESIGNER INTERN

06/2021 - 08/2021

BRAND LAB

#### Tasks :

- Assisted in the development of branding strategies, including logo design and brand guidelines, to create a cohesive visual identity.
- Collaborated with the Software engineering team to create UI designs for web and mobile applications, focusing on user-centered design principles.
- Participated in user research and usability testing to gather feedback and improve design solutions.
- Developed wireframes and prototypes using Adobe XD, effectively communicating design ideas and functionality.

## EDUCATION

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### COMPUTER SCIENCE ENGINEERING DEGREE SPECIALIZATION IN GAME DEVELOPMENT AND DESIGN

09/2018 - 09/2023

THE PRIVATE HIGHER SCHOOL OF ENGINEERING AND TECHNOLOGY (ESPRIT)

### BACCALAUREATE IN COMPUTER SCIENCE

09/2013 - 06/2017

KHAIREDDINE BACHA HIGH SCHOOL

## ACADEMIC PROJECTS

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### INTEGRATION PROJECT GAMING (ESPRIT)

Gataa's Escape Room is an online multiplayer adventure where players engage in thrilling scenarios, solve intricate puzzles, and collect coins to enhance their chances of breaking free. Teamwork and strategy are essential as participants navigate through challenging environments, unlocking secrets and discovering hidden treasures along the way.

Technology: Unity, C#, Blender, Adobe After Effects, Adobe Illustrator

### PORTFOLIO GAME

Develop a 3D video game set in ancient Egypt that showcases our portfolio and resumes. Players will embark on an immersive journey through a beautifully rendered environment, rich with historical landmarks and hidden treasures.

Technologies: Unreal Engine 4, Blueprints Scripting, Blender, Adobe After Effects, Adobe Illustrator

### END OF STUDIES PROJECT: BOOSTCITY

BoostCity is an exciting adventure video game that seamlessly combines storytelling with advertising. Players dive into the vibrant world of BoostCom, a renowned digital agency, where they can explore its impressive range of services. Through engaging narratives and interactive gameplay, players will uncover the innovative solutions and creative strategies that BoostCom offers, all while embarking on a thrilling journey filled with challenges and discoveries.

Technologies: Unreal Engine 4, Blueprints Scripting, Blender, Adobe After Effects, Adobe Illustrator

## ACHIEVEMENTS

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### TROPHY FOR THE BEST NATIONAL COMMUNICATION ACTION IN ROTARACT TUNISIA

ROTARAKCHA (2020-2021)

2D Animated Talk Show featuring a guest from a Rotaract Club, where an interview takes place alongside fun games and various segments. The show presents news from Rotaract Tunisia clubs in a creative and entertaining manner, incorporating unique formats like singing and other innovative presentation styles, all delivered in a humorous 2D animation style

## VOLUNTEER EXPERIENCE

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### CLUB TUNIVISIONS ESPRIT (2018 - 2020)

MARKETING MANAGER

### ROTARACT DISTRICT 9010/ROTARCT TUNISIA (2020 - 2021)

MARKETING AND COMMUNICATION MEMBER

### CLUB ROTARACT ESPRIT (2020 - 2022)

REPRESENTATIVE WITHIN THE CNRT/ INTERN MANAGER

## SKILLS

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ADOBE ILLUSTRATOR HTML5

ADOBE PREMIERE PRO CSS3

ADOBE PHOTOSHOP JAVA SCRIPT

ADOBE AFTER EFFECTS UNITY BLENDER

ADOBE XD C

UNREAL ENGINE CLICKUP

## SOFT SKILLS

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CREATIVE THINKING, STRESS MANAGEMENT,  
LEADERSHIP ,PUBLIC SPEAKING

## INTERESTS

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CINEMA MUSIC SPORT  
ANIMATION DESIGN THEATRE

## LANGUAGE

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ARABIC : NATIVE

FRENCH : ADVANCED

ENGLISH : ADVANCED