# FAIÇAL BOUCHAI

Shaping positive user-centric experiences that unlock competitive advantage and accelerate growth for brands and their customers. I can also support you through the design of tailor-made 360° communication media.

CREATIVE DESIGNER



- +33 (0)6 38 10 79 11
- contact@art-designer.ch
- www.art-designer.ch
- Annecy (France)





1 72 m

Brown eyes (Pantone 1545)

Driving License B

First Aid Certificate

Curiosity, creativity, attention to detail, organization, team spirit, and sense of responsibility.

Coffee (2 cups/day + 1 sugar)



# **EXPERIENCE**

ART DESIGNER Graphic & UX/UI Designer • Freelance (Switzerland & France) Design and production of printed / digital communication media in line with the strategy and objectives of my clients (industries, retail businesses, restaurants...).

#### MERKLE a dentsu company

Geneva (Switzerland) Senior Experience Designer

Designing user-centric experiences for a lasting relationship between renowned brands and their audience (Breitling, Verisure, CEPI, BOSCH, Beyond Gravity, MANN+HUMMEL, Swiss National Bank, Salesforce...) through tailor-made 360° communication media.

Reference: Ms. Anna Watson, Lead Experience Consultant

#### isobar a dentsu company

Geneva (Switzerland) Art Director

Creating functional, striking, and eye-catching communication media to shape powerful narratives for brands such as Richemont, Audemars Piguet, Hublot, Caran d'Ache, Procter & Gamble, Sunstar, Pictet and ICRC-Red Cross. Reference: Mr. Pierre Leroux, Head of CX Platform Solutions

SAFETY CARBON & SELLI AGENCY

**Art Director** • Archamps (France) / Versoix (Switzerland)

Developing 360° communication projects (Branding, Graphic Design, Art Direction, UX/UI, Front-End, Digital Marketing) through tailor-made solutions. Reference: Mr. Fabien Selli, CEO

# Franz Carl Weber

Customer advice and sales of a wide assortment of children's toys and leisure items in one of the oldest toy brands in the world (leading in Switzerland since 1881). Contribute to exceeding the sales target (min 50 KCHF/day). Reference: Mr. Jacques Reinhard, Director of Sales Operations.

years experience

590 completed projects

357 satisfied clients

13830 working hours

Page 1 / 2 -





# **FAIÇAL BOUCHAMA**

- +33 (0)6 38 10 79 11
- contact@art-designer.ch
- www.art-designer.ch





#### **BRASSART School (EDH Group)**

Movember 2015 - June 2016 Grenoble (France)

Professional Diploma "Graphic & Multimedia Designer"

Bachelor equivalent, with honors - Best graduation project in the class Reference: Mr. Patrick Loisel, Director

### ARIES-BRASSART School (EDH Group)

January 2014 - July 2014 • Annecy (France)

Professional Diploma "Multimedia Graphic Designer"

BTS's degree equivalent, with honors - Valedictorian Reference: Mr. Charles Mendes, Director

## **HEC-Geneva / IAE Savoie Mont-Blanc / UJF Grenoble Alpes**

Master "Management & Technology of Information Systems"

Engineer's degree equivalent

Reference: Dr. Jean-Paul de Blasis, Professor at the University of Geneva

# **Key Expertise**







UX & UI Design

Graphic Design

Branding & AD

## Languages







French

Arabic

English

# **Technical Skills**



For an overview of the projects, please visit my portfolio on my personal website: www.art-designer.ch/portfolio

# **Projects for**



























CEPI







