↘ IDENTITY · EDITORIAL · WEB

Akram Tissi.

Brands built to *last*.

↘ AVAILABLE
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› RABAT · ON SITE & REMOTE

00 PROFILE

Brand and visual designer, trained in print before digital. Prepress taught me precision: at the millimetre, every decision has a cost.

I design identities, editorial and websites for growing brands. Eleven-plus brands delivered across agency and direct work, each handed over with its system (tokens, type scale, usage rules) so teams can roll it out consistently.

01 EXPERIENCE

AUG 2026 → PRESENT
↘ FREELANCE

Independent Visual Designer · *Direct clients*

- Projects led directly with founders, from scoping to handover, mostly in furniture, interiors and hospitality.
- Identity, editorial, packaging and web, held together by one art direction across every touchpoint.
- Identities extended into SEO, Google Ads and Meta assets, so the brand holds up on every channel.

↘ BRAND REFRESH ↘ ART DIRECTION ↘ CLIENT FACING

JUL 2025 → JUL 2026
↘ REMOTE

Brand & Web Designer · *Faancy Design*

- Eleven client engagements delivered end to end: visual identity, logo suites, type and colour systems, brand guidelines and web mockups.
- Designed responsive landing pages and sites in Figma and Framer, built around a clear conversion goal and shipped ready to publish.
- Documented every brand as a design system, so client teams could evolve it on their own.

↘ BRAND IDENTITY ↘ WEB DESIGN ↘ DESIGN SYSTEMS

SEP 2024 → FEB 2025
↘ RABAT

Graphic Designer · *IMLAB*

- Posters, logos, packaging and print collateral for a varied client list, on tight production deadlines.
- Rigorous prepress (bleed, colour profiles, print-ready files), with no reprints over the period.

↘ PRODUCTION PRINT ↘ POSTERS ↘ PREPRESS

02 · CORE SKILLS

- Brand identity systems
- Logo & wordmark design
- Visual identity guidelines
- Web & landing page design
- UI design & prototyping
- Typography & type systems
- Editorial & poster design
- Packaging & print production
- Art direction
- Presentations & pitch decks
- Social & ad creative
- Design systems & components

03 · TOOLKIT

FIGMA · FRAMER · ILLUSTRATOR · PHOTOSHOP · INDESIGN · CAPCUT · META SUITE · GOOGLE ADS · NOTION

04 · LANGUAGES

Arabic — NATIVE
English — FLUENT
French — ADVANCED

CONTINUED ON 02 ↗

05 SELECTED WORK

MORE WORK ↗ AKRAMTISSI.COM

Three projects, *three different problems*.

↘ 01 · IDENTITY · EDITORIAL · WEB

Noor Studio ↗

Identity, catalogue and website for a Marrakech furniture house, with a reading experience designed mobile first.

IDENTITY · CATALOGUE · WEBSITE

↘ 02 · EDITORIAL · TYPOGRAPHY

Posters · *Made to Last*

A series moving through the major graphic movements, from Bauhaus to Swiss Style, around one conviction: good design outlives its decade.

POSTERS · SERIES · TYPE

↘ 03 · FAANCY DESIGN

11+ brands delivered

A year of identities and websites for emerging brands: logo, visual system and a publish-ready Framer build, each delivered with its usage rules.

IDENTITY · WEB · SYSTEMS

06 EDUCATION & CERTIFICATES

2024 → 2025
↘ RABAT

Digital Marketing, SEO & Community Management · *École High-Tech Rabat*
Paid social, SEO fundamentals, ads reporting and community strategy. A view of brand performance beyond the design itself.

NOV 2023 → APR 2024
↘ ONLINE

Google UX Design Certificate · *Google & Coursera*
User research, wireframing, prototyping and usability testing. A method applied to every web project.

2022 → 2024
↘ RABAT

Specialised Technician, Graphic & Infographic Design · *ISTA NTIC Rabat*
State diploma. Print production, editorial layout, typography and prepress.

07 APPROACH

P/01

The system, not the file.

Every project ships with its tokens, type scale and usage rules. Consistency no longer depends on one person.

P/02

Design with a purpose.

Trained in both UX and marketing: every layout is built around one clear, measurable action.

P/03

End to end.

Brief, art direction, design, production files and presentation. One point of contact, nothing lost between stages.

↘ PORTFOLIO

The rest of the work is *online*.

Full case studies, process and references at akramtissi.vercel.app.

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↘ OPEN TO NEW OPPORTUNITIES