



SALAHEDDINE AFEDDAS

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FR · EN · AR

PROFESSIONAL PROFILE

Trilingual Graphic Designer with **3 years of international experience** (Garena, Cyprus). Expert in visual identity and institutional layout design, combining creativity and operational precision to deliver work that meets the excellence standards of major audit firms. Able to translate complex data into compelling visual materials for demanding audiences.

PROFESSIONAL EXPERIENCE

Graphic Designer & Analyst

Apr 2026 → Jun 2026

Deloitte — Extended Services / Luxembourg

- Designed and laid out corporate deliverables (reports, proposals, presentations) in strict compliance with global brand guidelines.
- Collaborated with audit teams to distil complex data into impactful infographics.
- Ensured visual excellence, confidentiality and brand consistency under tight deadlines.

Graphic Designer (Associate)

Jun 2025 → Dec 2025

Garena · Delta Force — Casablanca

- Cross-functional collaboration with regional marketing teams (MENA & Turkey) to ensure brand consistency across all channels.
- Developed creative concepts for Delta Force game operators, blending illustration and digital design.
- Event design support for the "Battle of Morocco" e-sport tournament (Free Fire).

Freelance Graphic Designer & Branding Consultant

2023 → 2025

Independent

- Designed end-to-end branding strategies (Identity, Web, Print) for diverse clients.
- Produced UI/UX websites and Motion Design content.
- **+40%** online visibility for clients through full visual identity overhauls.

Digital Project Manager

2023

Atlantic Machinery Manufacturing

- Led the graphic department and supervised overall digital strategy.
- **+35%** social engagement and **+20%** brand recognition.

Teaching Assistant

2021

Eastern Mediterranean University · Cyprus

- Mentored Graphic Design students on the full Adobe Suite.
- **95%** student satisfaction rate.

AWARDS & RECOGNITION

**Poster For Tomorrow — Laureate***"Stop killing women"* · International political poster competition**2023**

SKILLS

DESIGN & BRANDING

PHOTOSHOP ILLUSTRATOR

INDESIGN VISUAL IDENTITY

BRAND GUIDELINES

UI/UX & WEB

FIGMA ADOBE XD HTML/CSS

WORDPRESS

MOTION & VIDEO

AFTER EFFECTS

PREMIERE PRO

SOFT SKILLS

PROJECT MANAGEMENT

DATA ANALYSIS

INT'L TEAMWORK

EDUCATION

Master's in Visual Arts & Communication Design**Eastern Mediterranean University · Cyprus**
2020 — 2022

Produced the university promotional film (2021)

Professional Bachelor's in Graphic Design**CIGMA — FST Settat**
2019 — 2020**Specialized Technician in Graphic Arts****OFFPPT · Casablanca**
2017 — 2019**Applied Arts Baccalaureate****Lycée Technique de Settat**
2015 — 2016

CERTIFICATIONS

**Discover Generative AI**

2026 · AI, Artificial Intelligence

**Cybersecurity Awareness**

2026 · Information Security

LANGUAGES

French Native

English Fluent / C1

Arabic Native

PORTFOLIO

www.afeddass.comFULL PORTFOLIO AT WWW.AFEDDAS.COM