

AYOUB AHRRAR

Senior Art Director • Brand Designer • Creative Lead

CONTACT

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Paris, France

[LinkedIn](#)

[Portfolio](#)

PROFILE

Senior Art Director with over 10 years of experience in fashion, premium, culture, and lifestyle sectors. Specialized in branding, visual identity, 360° campaigns, digital content, and e-commerce. Experienced in collaborating with marketing, CRM, e-commerce, product, and external vendor teams to build cohesive, desirable, and high-performing brand experiences. Currently working as a freelancer, with cross-functional expertise spanning branding, print, digital, and motion design. Strong sensitivity to luxury, retail, and digital trends.

SKILLS

Design & Branding, AI

Photoshop, Illustrator, InDesign, Figma, Midjourney

Motion & Video

After Effects, Premiere Pro, Final Cut Pro

Digital & 3D

Adobe XD, Blender, Clo3D, Marvelous Designer, HTML/CSS, JavaScript, Python

CMS & E-commerce, AI

WordPress, Shopify, Prestashop, Mailchimp, Claude, Antigravity

LANGUAGES

French – Native

English – Fluent (B2)

SOFT SKILLS

Strategic Creativity, Attention to Detail, Clear Visual Communication, Versatility, Project Management, Teamwork & Collaboration, Curiosity & Continuous Learning

EDUCATION

Master's Degree in Applied Arts

Lisaa – Itecom Art Design
Oct. 2011 – Jul. 2015

PROFESSIONAL EXPERIENCES

Art Director, Freelance

Paris • Feb. 2024 – Present

- Lead art direction for various brands: visual identity, branding, and graphic design variations
- Design print, digital, and motion design assets for branding and communication projects
- Produce e-commerce and CRM content (newsletters, digital assets, editorial content)
- Manage client projects independently, from creative brief to final delivery

Officine Générale — Graphic Designer

Paris • May 2022 – Feb. 2024

- Directed and produced e-commerce visuals for the Men's and Women's collections
- Created newsletters, CRM emails, editorial content, and digital assets aligned with brand identity
- Designed retail materials, signage, digital campaigns, and multichannel communication tools
- Partnered with marketing, e-commerce, and UX teams to enhance brand experience
- Coordinated vendors and oversaw print and digital production

Konquet France — Art Director

Caen • Apr. 2021 – Jan. 2022

- Defined and rolled out the brand's overall visual identity
- Created brand guidelines, campaigns, digital content, print materials, and motion design
- Built immersive, cohesive visual worlds across all brand touchpoints

Agence 47 — Art Director

Paris • May 2019 – Jan. 2021

- Designed editorial projects, visual identities, and communication materials
- Produced graphic content and motion design with strong narrative impact
- Developed visual languages for cultural, social, and urban projects

Lobster Films — Graphic Designer

Paris • Aug. 2018 – Nov. 2018

- Delivered editorial design for cultural and heritage projects
- Designed books, press kits, and communication materials
- Laid out complex content to a high standard of graphic precision

KO Menuiserie Décoration — Art Director

Paris • Jan. 2014 – Jan. 2017

- Created and rolled out the brand's visual identity
- Designed print and digital materials, newsletters, and sales tools
- Oversaw company-wide visual consistency

Déca Paris / 3233 — Assistant Art Director

Paris • June 2012 – Jan. 2013

- Revamped visual identities and created print and web materials
- Contributed to production of a video advertising campaign