



I AM

FATHALLAH

BENKADDOUR

DIGITAL ART DIRECTOR, UI/UX DESIGNER.
PIXEL GURU, DRIVEN BY CURIOSITY AND PASSION.

AND

THIS IS MY RESUME

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I HAVE A FANATICAL PASSION FOR 'GREAT' DESIGN EXPERIENCES BOTH ONLINE AND OFFLINE.

CONSTANTLY STRIVING TO BE ON THE FOREFRONT OF EMERGING TRENDS AND TECHNOLOGY.

THESE ARE MY EXPERIENCES

INDEPENDENT CREATIVE

July 2016 – present

Casablanca

ART DIRECTOR / CREATIVE CONSULTANT

Developing innovative and on-strategy designs which meet the objectives of the assignment.

Ability to get the job done right working independently, or within a team; on target, on time and on budget.

Accounts : BMCE, DDB, Vedettes Sirènes, ish

OGILVYONE WORLDWIDE

July 2013 – July 2016

Casablanca / Dubai

SR. ART DIRECTOR / DIGITAL CREATIVE

Worked on a multitude of web / Mobile and corporate

Solving problems conceptually in collaboration with the broader interactive team, including writers, information architects, and developers.

Creating a range of concepts, designs for each project and able to partner with copywriters to ensure that the art direction and visual presentation supports the concept.

Accounts : inwi, Afriquia, Aqua Group, Attijari Wafa Bank, Kia

MOBIBLANC

August 2012– July 2013

Casablanca

ART DIRECTOR / UX LEAD

Wireframing and prototyping using a user centered design approach.

Leading teams of designers and production artists to execute cross channel and digital work.

Working closely with the development departement to maintain a pixel perfect integration process.

Accounts : Méditel, Rma Watanya assurance, Crédit du Maroc, GDF Suez, CIH, Maroc Telecom, OCP, Wafa Salaf.

THE NEXT CLICK

Mars 2012 – August 2012

Casablanca

ART DIRECTOR / DIGITAL CREATIVE

Extend global communications strategies to digital, provide creative and art direction for digital experiences based on brand assets.

Art directing photographers and illustrators as necessary.

Building, leading and inspiring a team of digital designers and front end designers.

Accounts : Toyota, Université internationale de Casablanca, Maroc Telecom, Mazagan, Morocco Mall, ALIAS, Casablanca Marina, Japan Imperial Tobacco.

SYNCHRONISM

December 2007 – Mars 2012

Rabat / Montreal

LEAD DIGITAL DESIGNER

Mentoring and guiding interns and junior team members.

Overseeing and coordinating design of marketing materials.

Worked closely with the web development team to ensure technical feasibility and correct design implementation.

Accounts : Msn, Ricardo Cuisine, SNRT, CDG, Cnia Saada, Eden Park, TMSA, Saham, Telquel.

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MY EXPERIENCE EXTENDS ACROSS IMMERSIVE DIGITAL,
MOBILE AND INTERACTIVE EXPERIENCES.

THESE ARE MY DEGREES

BACHELOR *Bachelor of Design degree*
– 2007 *Specialized in design, media and technology*
ARTCOM - School of Art, Communication and Media

BACCALAUREATE *Professional baccalaureate*
– 2003 *Specialized in business and management*

THESE ARE MY SKILLS

I SPEAK *Arabic as a native tongue*
French as a second language
English fluently

I AM *Team player*
Fast and able to work under pressure
Take-charge person
Capable of doing a massive range of styles
Thorough and meticulous

I HAVE *Excellent knowledge of design and typography*
Ability to stick to the creative brief and timeline
Excellent knowledge of wireframing process

I EXCEL AT *Adobe Creative Suite including Photoshop, Illustrator, InDesign, Acrobat*
Wireframing and prototyping using Axure, sketches and rapid prototyping
Art Direction, Conceptualisation, Visual Design
User Experience and UI design for touchscreen applications

THIS IS HOW TO GET IN TOUCH

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