

Elmehdi Fiou

SENIOR VISUAL DESIGNER

elmehdifiou@gmail.com

Agadir, Morocco

Senior Visual Designer, Art Director, and AI enthusiast with over 8 years of experience helping businesses bring ideas to life. Alongside my design work, I bring practical expertise in email marketing driven by hands-on experience in domain flipping. I believe design is never just about looking good, it is about shaping a narrative that connects. When clarity and purpose align with a compelling story, sustainable success follows naturally.

PROFESSIONAL EXPERIENCE

Senior Visual Designer

Mar 2020 - Present time

Remote Contractor

- Execution of visual designs, including website creation and UI/UX design for web and mobile platforms for international companies across France, Switzerland, Singapore, and USA, using Figma, Adobe software, and no-code tools like Webflow, Framer, Wordpress & Shopify.

Senior Visual Designer & Art Director

Mar 2022 - Nov 2025

Digitalize Me - "Geneva, Switzerland" - Remote Contract

- Direction of visual design and user experience for websites, mobile applications, and web apps, combined with end-to-end website management and development using no-code platforms like Webflow and Framer.

Graphic Web Designer

Jan 2019 - Mar 2020

Rosa Agency - "Agadir, Morocco" - Part time

- Production of digital graphics and web layouts using Adobe XD and other Adobe Softwares, management of Wordpress, Shopify Websites

Graphic Designer

Jun 2017 - Jan 2019

Gamani Agency - "Agadir, Morocco" - Part time

- Production of digital and print visual assets, management of design projects within tight deadlines using Adobe Creative Suite.

EDUCATION

Associate Degree: Graphic Design and Visual Communication

2018 / 2020

High school diploma: Obtained Baccalaureate in Humanities (Sciences Humaines et Lettres, 2019) following previous coursework in Mechanical Sciences and Technologies (2015–2018).

2015 / 2019

SKILLS

Visual Design & Art Direction, UI/UX Design, Figma, Adobe Creative Suite, No-Code builders (Webflow, Framer...), Website Management, Domain flipping, Targeted email marketing campaigns, Phone sales, Cross-functional collaboration, Translating ideas into digital experiences, Narrative & Storytelling alignment

LANGUAGES

Arabic : Native | **English** : Fluent | **French** : Fluent | **Spanish** : Basic