

Contact

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- Be www.behance.net/syrinembar265a
- 🔗 [Lien vers mon portfolio](#)
- 🌐 [Landing page](#)

Hi, I'm Syrine Mbarek!

Product and Brand Designer

EDUCATION

MASTER'S DEGREE IN GRAPHIC DESIGN

Isbas
2020 – 2022

BACHELOR'S DEGREE IN GRAPHIC DESIGN

Isbas
2017 – 2020

BACCALAURÉAT — EXPERIMENTAL SCIENCES

lycée hammem sousse 2
2016 – 2017

SKILLS

- UX Design
- Intereaction Design
- Design research
- Design system
- Prototyping

Tools

- Figma
- Adobe XD
- Adobe illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere
- Adobe Indesign
- Microsoft PowerPoint

Languages

- Arabic — Native
- French — Fluent
- English — Advanced

PROFILE

Multidisciplinary UI/UX and Graphic Designer with 3+ years of experience crafting user-centered digital products, brand systems, and visual identities. Adept at leading end-to-end design workflows—from research and strategy to high-fidelity interfaces and final delivery. I thrive in collaborative, fast-paced environments and bring a strong foundation in digital communication, visual storytelling, and product thinking.

Outside of design, I am an active volunteer and certified first-aid responder.

WORK EXPERIENCE

Part-Time Lecturer — ISBAS — higher institute of fine arts sousse

Oct 2025 – present

- Teaching interface design methodologies, visual systems, grid structures, and user-centered creative processes.
- Preparing hands-on workshops to guide students through professional UX/UI workflows and industry standards.

UX/UI Designer – The Leap Studio

Apr 2025 – Sept 2025

- Contributed to a research-driven design lab specializing in digital solutions for healthcare, wellness, and AI.
- Led phases of the product lifecycle including ideation, user research, experience mapping, and high-fidelity interface design.
- Conducted qualitative interviews, user flows, personas, and moderated usability testing to validate concepts.
- Produced structured design documentation and ensured cross-functional alignment across deliverables.

Adjunct Lecturer — Graphic Design (Master Pro DRC)

Jan 2025 – Jun 2025, Sousse

- Delivered advanced courses on typography, composition, color systems, branding, and design guidelines.
- Developed active-learning modules including case studies, critiques, and applied design exercises.
- Trained students on Figma and Adobe tools, emphasizing professional design thinking and visual accuracy.

Part-Time Web Design Instructor — ISSCA Business School (Master 2 Digital Marketing)

Oct 2024 – Jan 2025, Sousse & Oct 2025 – Jan 2026

- Taught web design foundations with a focus on UX architecture, information hierarchy, and usability principles.
- Coached students in Figma and prototyping best practices, turning conceptual ideas into functional digital products.
- Encouraged critical thinking, creativity, and design strategy in digital projects.

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UI/UX designer -Designcode sousse

Jan 2022 - Mar 2025

Managed complex UX/UI projects, from requirements gathering to functional flows, wireframes, and interface design.
Conducted end-to-end user research: surveys, interviews, personas, user journeys, and usability evaluations.
Designed complete visual identities and supported digital product teams across mobile and web platforms.
Oversaw social media content direction, ensuring visual consistency and brand coherence.

Graphic Designer -DIGINOV, Sousse

Jan 2022 – May 2022

- Created high-quality social media materials, visual templates, and corporate presentation assets.
- Developed UX/UI prototypes for web and mobile platforms based on modern usability and design principles

Graphic Designer -Smart Logger, Sousse

Jun 2020 – Dec 2021

- Served as lead designer responsible for branding, visual identity systems, and UI/UX design across multiple products.
- Collaborated with development teams to refine user journeys, prototypes, and interaction flows.
- Strengthened video editing, product photography, and marketing asset creation to support brand strategy.
- Produced printed media including brochures, catalogs, flyers, and promotional materials.

Community Manager-JCI Kalaa Kebira

2018 – 2019

- Oversaw community engagement, event promotion, and visual communication strategies.
- Designed print and digital assets, managed social media publications, and delivered event banners and photography.

Certifications



Professional Scrum
Master I



Management 3.0