

Marc Hannouche

Graphic Designer

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🌐 Portfolio available at:
www.marc.hannouche.com

About

Graphic Designer with 9+ years of experience creating impactful designs for print and digital projects. Skilled in brand identity, visual communication, and design across multiple platforms. Trilingual in English, French, and Arabic, with strong Adobe Creative Suite expertise and a proven ability to collaborate effectively with diverse teams. Self-motivated and detail-oriented, delivering creative solutions that engage audiences and support business goals.

Professional Skills

Design & Creative Skills:

- Brand Identity Development & Logo Design
- Print Design (Books, Brochures, Posters, Billboards, ...)
- Digital Design (Social Media, Web Content, Email Marketing)
- Typography & Layout Design
- Packaging Design & Label Creation
- Visual Communication & Marketing Materials

Technical Skills:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- AI-Powered Graphic Generation (Midjourney, DALL-E, Adobe Firefly)
- Product Photography & Photo Editing
- E-commerce Visual Content Creation
- Design for Multiple Platforms
- Brand Guidelines Development

Education

State University of New York, Empire State College

BS in Graphic Design

2014

Languages

English / French / Arabic

Fluent spoken and written

Professional Experience

Freelance - Self-Employed

Senior Graphic Designer (2014-Present)

- Developed brand identities, logos, and custom typography for diverse clients across multiple industries.
- Designed and produced high-quality print materials, including educational manuals, books, and promotional collateral for marketing campaigns.
- Produced and edited professional product photography for marketing and e-commerce use.
- Created packaging designs and social media visual campaigns to boost brand engagement.
- Designed marketing materials that boosted campaign visibility.
- Collaborated closely with clients from concept to delivery, ensuring projects met deadlines, stayed within budget, and maintained high design standards.
- Used AI tools to improve workflows, enhance creativity, and accelerate design production.

PB Pharma - Pharmaceutical

Senior Graphic Designer and Logistics Specialist (2022-2024)

- Led product photoshoots and edited professional images for e-commerce and marketing use.
- Designed brand identities and visual assets for pharmaceutical product launches.
- Created promotional materials for digital campaigns, boosting engagement.
- Developed visual content for email marketing to support promotions.
- Managed logistics operations and order processing for timely deliveries.
- Worked with cross-functional teams to ensure consistent branding.

Africell - Telecommunications

Graphic Designer (2016-2020)

- Maintained consistent brand identity across all media and marketing channels.
- Designed print ads for newspapers, magazines, and outdoor campaigns.
- Created engaging social media graphics, increasing audience interaction.
- Improved website user experience through effective visual content.
- Designed packaging and supported marketing campaigns from concept to launch.

Spirit ME - Advertising Agency

Graphic Designer (2015-2016)

- Designed social media content that increased client engagement.
- Created print ads for newspapers and poster campaigns.
- Developed packaging and product label designs for various industries.
- Designed newsletters that boosted engagement rates.
- Maintained consistent brand identities across multiple client accounts.

Interests



Photography



Travel



Movies



Music