

# AYOUB BOUROUAG

Digital designer

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## EDUCATION

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**Marne-la-Vallée University** - Master's Degree in Web Culture and Professions

*Sept 2018 - Sept 2020, Champs-sur-Marne*

**Marne-la-Vallée University** - Bachelor's Degree in Multimedia and Internet

*Sept 2015- Sept 2018, Champs-sur-Marne*

## WORK EXPERIENCE

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**StartR Studio** - Digital Designer/UI, UX & Branding

*May 2025 - Present, Toronto*

- Led the full website revamp project, creating interactive mockups and prototypes in Figma, resulting in smoother navigation
- Designed and developed visual identity assets (logos, typography, color palettes) establishing a cohesive and recognizable brand system
- Produced 40+ design deliverables across digital platforms, including web layouts, social content, and marketing visuals, ensuring alignment with StartR's voice and growth strategy

**Self-employed** - Graphic designer/Web designer consultant

*May 2023 - Present, Toronto*

- Delivered tailored visual solutions for a range of clients, including brand identity, website development, and visual assets
- Created digital content for websites and social media, ensuring consistency with brand guidelines
- Worked independently with +15 clients on short turnaround timelines, balancing multiple deadlines and maintaining quality

**La Poste Mobile** - Webmaster/Web designer

*Dec 2020 - Apr 2023, Paris*

- Managed and updated 2 high-traffic websites, reducing page load time by 40%
- Improved SEO by implementing optimized metadata, increasing organic traffic by 30%
- Created responsive UX/UI layouts, contributing to a 20% boost in mobile user satisfaction
- Maintained and scaled the design system across platforms, ensuring design consistency for over 100 components

**Ubisoft** - Web designer/Graphic designer

*Sept 2019 - Sept 2020, Paris*

- Designed infographics, web content, and branded communication tools used by 500+ employees
- Edited promotional videos and campaign assets, contributing to a 25% increase in engagement
- Assisted in preparing visual materials for media kits and internal events

## ADDITIONAL

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**Technical Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom), Figma, Adobe XD, Axure RP, Webflow, WordPress, HTML5, CSS3, JavaScript

**Languages:** English (Fluent), French (Fluent), Arabic (Fluent), Spanish (Intermediate), Mandarin (Basic)

**Interests:** Music, Singing, Languages, Sports, Content creation