

AZIZA BEN ATTIA

Art Director | Brand & UX/UI Designer | Marketing Coordinator

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Portfolio: azizabenattia.website

PROFESSIONAL SUMMARY

Bilingual (French/English) art director and marketing professional with 4+ years of experience in art direction, brand identity, UX/UI design, and print and digital marketing production. Proficient in Adobe Creative Cloud (Photoshop, Illustrator, InDesign) and Figma. Skilled at turning business goals into consistent visual communication, coordinating campaigns across teams and suppliers, and collaborating with international, multicultural teams.

CORE SKILLS

Design Tools: Adobe Creative Cloud, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, WordPress

Skills: Art Direction, Brand Identity, Graphic Design, UX/UI Design, Print & Digital Production, Visual Merchandising, Marketing Coordination, Campaign Planning, Bilingual Content Creation (French/English), Social Media & Newsletter Content, Brand Consistency, Salesforce, Microsoft Dynamics, CRM Data Entry, Cross-Functional Collaboration, Supplier & Client Coordination, Conflict Resolution, Customer Support

PROFESSIONAL EXPERIENCE

Marketing Coordinator | Rinox Inc. | Terrebonne, QC | Mar 2026 – Aug 2026

- Coordinated print and digital marketing deliverables (catalogues, brochures, point-of-sale displays, web assets) from concept through production
- Created bilingual (French/English) visual and written content for social media, newsletters, and product launches
- Maintained brand consistency across all channels and marketing materials
- Planned campaign calendars with sales, product, and external supplier teams to deliver materials on schedule

Solution Specialist | Xperigo | Moncton, NB | Dec 2025 – Mar 2026

- Delivered premium case management and bilingual (French/English) support for GM, CAA, and AAA, maintaining a 93% CSAT through conflict resolution
- Handled 50–60 calls per day using Salesforce, Microsoft Dynamics, and GPS tools for accurate emergency dispatch and CRM data entry
- Performed rapid vehicle diagnostics and triage to secure assistance, following automotive brand protocols and membership benefits

Freelance Art Director | Dodeka Design | Tunis, Tunisia | Oct 2024 – Present

- Define the overall aesthetic, style, and mood for diverse client projects
- Direct visual elements to maintain high quality standards across all mediums
- Collaborate with clients, copywriters, and strategists to align creative direction with business goals

Production Designer | Vista Corporate Solutions | Tunis, Tunisia | Sep 2023 – Aug 2024

- Delivered advanced customizations and revisions to partner designs
- Applied strict brand and quality guidelines to ensure an optimal customer experience
- Collaborated internationally with merchandising, printing, and customer care teams

Freelance UX/UI & Brand Designer | Poulet Rouge | Sartrouville, France | Jun 2022 – Apr 2024

- Developed and deployed multiple brand identities
- Designed UX/UI interfaces and implemented them on WordPress
- Managed teams and facilitated multicultural collaboration

Graphic Designer | SBA Compta | Tunis, Tunisia | Jul 2021 – Aug 2023

- Maintained brand consistency across all communication media
- Designed UX/UI interfaces for digital platforms
- Collaborated within multicultural team environments

UI/UX Design Intern | Wantotrip | Tunis, Tunisia | Feb 2021 – Jun 2021

- Contributed to the design of influence marketing platforms and campaigns
- Applied UI/UX design processes within an agile marketing environment
- Supported the design team in creating user interfaces and experience flows

Marketing Intern | Market Bey | Tunis, Tunisia | Mar 2020 – Jun 2020

- Gained hands-on exposure to digital marketing and e-commerce strategies

Secretary & Admin Intern | Sierra Bravo Agency | Tunis, Tunisia | Jun 2019 – Jan 2020

- Coordinated scheduling and managed communications
- Strengthened organizational and administrative skills

Server | Ice Skating Park | Tunis, Tunisia | Jun 2018 – Sep 2018

- Delivered high-volume customer service in a dynamic environment and assisted in the kitchen when needed

Retail Associate | Strass Accessories | Sousse, Tunisia | May 2017 – Sep 2017

- Assisted customers and upheld visual merchandising standards aligned with brand identity

Beauty Advisor & Retail Associate | Fatale | Tunis, Tunisia | Jun 2016 – Sep 2016

- Provided personalized beauty consultations, driving customer satisfaction and loyalty
- Processed transactions and maintained an enhanced shopping experience

EDUCATION

Bachelor in Image & Graphic Design | École des Sciences et Technologie du Design Tunis (ESBT) | 2018 – 2021

Bachelor in International Trade (not completed) | Faculté des Sciences Économiques et de Gestion de Tunis (FSEGT) | 2017 – 2018

LANGUAGES

French: Fluent | English: Fluent | Arabic: Native