

## RESUME

MOHAMED BEN DALY HSEN

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Jardin de Carthage, 1090

### EXPERIENCE PROFESSIONAL

#### UI-UX Consultant

11/2015 - Present

Tunisia - Multiple locations

UI-UX/Graphic Designer/Front End Developer/Project Manager

Direction of redesign projects, events, community management, web sites, prints design and brand creation for clients. Management and direction of design teams.

Clients include: System U France, Spectrum Consulting, EXO MAE, Aigle Canada, Avon Canada, Walter Canada, Kellogs, Pringles, Webtarget, Montreal Coworking, TAYP, Spark-it, Ripolin, Matelas Bonheur, Uniprix Canada, Angelina France, Aziza Tunisia, Canadel, EuropAssistance France, INSEE France, Harington Technologies France, WORAL Qatar, INMA, BIAT

#### BIAT - Banque Internationale Arabe de Tunisie

07/2018 - Present

65 Rue Principale

1053 Les Berges du Lac

UI-UX Designer

ux consultant for the bank digital transformation projects  
optimising the user experience for mobile and desktop platform

#### EXO MAE

07/2016 - 04/2017

Avenue de la Bourse - Henda Building

1053 Les Berges du Lac

UI-UX Designer

improved exo platform user experience  
redesigned exo platform

#### Spectrum Consulting

10/2013 - 11/2015

ZI Kheireddine La Goulette, Tunisia

UI-UX Designer

worked on jira and confluence addons  
designed posters and rollup for events  
created html newsletters

#### Virgoapps

10/2010 - 07/2013

Avenue Hédi Noura Ennasr 2

Résidence Osalis Garden, Ariana 2037

Graphic Designer - Front End developer

designed websites

sliced designs into html and css (websites, newsletters...)  
designed logos for brands

#### Tuniservices

10/2010 - 10/2010

Centre Urbain Nord

1082 Ariana

Junior Designer - Developer

design of various websites and company related projects

#### Oleatech

01/2007 - 12/2009

Boulevard De Carthage

Boulevard Bizerte, Sfax 3027

Junior Designer - Developer

designed websites

sliced designs into html and css (websites, newsletters...)  
designed logos for brands

<b>EXPERIENCE ACADEMIC</b>	<b>Sfax Higher Institute of E-commerce &amp; Management</b> Part-time Instructor Courses Taught: <ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Graphic Design</li> <li>• Website developement</li> <li>• Wordpress</li> </ul>	09/2011 - 02/2012
<b>EDUCATION</b>	Higher Institute of Multimedia & Web 9 April School	09/2003 - 06/2006
<b>TRAINING</b>	3D Design php and javascript html - css agile scrum	
<b>BOOKS I'VE READ</b>	Antifragile Creativity Inc Outliers, The Story Of Success How To Win Friends & Influence People Man's Search for Meaning Mastery Mindset The New Psychology of Success Think and Grow Rich Quiet - The Power of Introverts in a World That Can't Stop Talking The Compound Effect The Hard Thing About Hard Things Zero to One - Notes on Startups	
<b>TRAITS</b>	Good online communication Consistently meet deadlines Handle feedback well	
<b>APPS AND TOOLS</b>	Adobe Photoshop Adobe Illustrator Adode XD After Effet Adobe Fuse Adobe Bridge Sketch Zeplin Figma Google Designer Confluence Jira Lightroom Atom Basecamp Powerpoint ios & android Axure Balsamiq Mailchimp	