MELEK TRIAI

LEAD DIGITAL GRAPHIC DESIGNER

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PROFESSIONAL PROFILE

Lead Digital Graphic Designer with 5+ years of agency experience across food packaging, branding, digital advertising, print production and visual communication. Progressed from Junior to Senior and Lead Designer at CreaTeam Tunisie, with responsibility for creative review, team coordination and workload planning. Experience spans consumer brands, production-ready artwork and integrated digital and print campaigns.

CORE COMPETENCIES

Packaging & Prepress: Food packaging design, artwork preparation, print production, prepress, dielines
Brand & Campaign: Digital campaigns, social media design, brand identity, visual communication, OOH/billboards
Creative Operations: Creative review, brand consistency, workload allocation, deadline coordination, marketing collaboration
Visual Production: Photo retouching, image editing, motion graphics, video editing

PROFESSIONAL EXPERIENCE

CreaTeam Tunisie | Tunis, Tunisia

Lead Digital Graphic Designer — May 2026 – Present

- Directed workload and priorities for a team of 4 designers across 13 client accounts, including 4 active brands.
- Reviewed creative outputs for visual quality, brand consistency and alignment with campaign briefs.
- Coordinated design deadlines and priorities with marketing stakeholders to support campaign delivery.
- Oversaw digital communication deliverables across assigned consumer and lifestyle accounts.

CreaTeam Tunisie | Tunis, Tunisia

Senior Graphic Designer — April 2025 – April 2026

- Delivered approximately 8–9 packaging projects annually, covering design development and production-ready artwork.
- Contributed to approximately 10 advertising campaigns per year across digital and print communication.
- Designed food packaging, billboards and social media assets in line with brand guidelines and campaign requirements.
- Collaborated with marketing and creative teams to translate briefs into coordinated visual deliverables.

CreaTeam Tunisie | Tunis, Tunisia

Junior Graphic Designer — February 2021 – March 2025

- Created social media and digital advertising assets for multiple client accounts.
- Adapted visual assets to brand guidelines, campaign objectives and platform-specific formats.
- Supported production through revisions, image preparation and delivery of campaign materials.

CreaTeam Tunisie | Tunis, Tunisia

Photography Studio Manager — Concurrent Role — November 2023 – Present

- Managed studio scheduling, production planning and post-production workflows for photography and video projects.
- Coordinated equipment, production timelines and project requirements across visual content assignments.
- Aligned photo and video content with client branding, campaign objectives and broader design deliverables.

LAND'OR SA | Ben Arous, Tunisia

Graphic Design Intern — July–August 2019; October–November 2020

- Assisted with packaging artwork and prepress for Emmental, Cheddar and triangular cheese products.
- Prepared print-ready packaging files using Adobe Photoshop and Illustrator, following production requirements.

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SELECTED PROFESSIONAL HIGHLIGHTS

- Delivered approximately 10 advertising campaigns per year across digital and print communication.
- Completed approximately 8–9 packaging projects annually, including consumer food packaging.
- Managed creative work across 13 client accounts, including 4 active brands.
- Led and coordinated a team of 4 designers in a creative-agency environment.

SELECTED PROJECTS

Selja Gold Mythic — Packaging design for ice cream and cookie products.

Yaourt Délice Danone Fekia — Dairy packaging design for a Ramadan-related product launch.

Bonna Mayonnaise — Packaging redesign pitch and concept development.

Brandt Tunisie — 100 Ans — Billboard advertising campaign.

My Pet's — Outdoor advertising and visual communication.

Gouta Délice — Billboard design and advertising campaign.

SELECTED BRANDS

Délice Danone • Moulin d'Or • Brandt • Haier • Selja • Ola Gelati

DESIGN SOFTWARE

Adobe Photoshop (strongest) • **Adobe Illustrator** • Adobe InDesign • **After Effects** (strong) • Adobe Premiere Pro • DaVinci Resolve • Figma

EDUCATION

Académie d'Art de Carthage – Université Centrale | Tunis, Tunisia
Professional Technician Certificate (BTP) in Computer Graphics — EQF Level 4 Equivalent
October 2018 – June 2020

LANGUAGES

Arabic: Native • **English:** B2 • **French:** B1 • **Polish:** A1

ADDITIONAL RELEVANT SKILLS

Packaging artwork & dielines • Print-ready production • Advanced photo retouching • Motion graphics • Video editing • Brand guideline application • Creative quality control • Campaign asset adaptation