

AMIR LABIDI

SENIOR DESIGNER

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+216.22.396.306

graduated from Lorraine University

SNEAK PEEK

Design is a major tool of innovation and technological success, not only in the creation of products / services but also to improve the daily life of the human.

That is why today's products / services require a level of efficiency, creativity, that's my secret behind my successful ideation in design process

As a bearer of original ideas, development techniques, and qualities of visual representations, I use multiple creativity ways to lead to innovation, renewal of trends and the rebirth of new user experiences.

WORK EXPERIENCE

Since 2018: **Expert design teacher**

Professional teacher of product design in High School of sciences and technologies of design - Tunis: Master and Bachelor Degree.

Prototyping, Modeling, and product design former

Since 2016: **Créa'LAB Agency Art Director**

Art Direction: Design Team Lead, Innovative projects (like zenum smartphone and smartwatch design) Communication: Packaging, Product catalogs, Magazines, Signs design,

Design Office Chief: Projects Management, ideation, Customer follow

- Creation of design documents, (concepts and strategy, 3D rendering, Drawings Production Tracking)

2014: **Almia Design Chief design office**

Product Designer: (Bakery counters/ Pastry counters / Stores / Retail / Stores Layout) : Communication: Packaging, Products Catalog/ Magazines, Signs/**Design Office Chief:**Projects Management, ideation, Customer follow

- Creation of design documents, (concepts and strategy, 3D rendering, Drawings Production Tracking)

From 2009 Internships: **Designer - Global Designer**

RC CONCEPT France: Luxury POS/POSM and Mass-Market

RECYTEX France: Furnitures Designer with waste materials.

FEEDBACK Tunis: Global designer (Product, Graphic, Interior)

MB DESIGN Tunis: Branding, Graphics, Web

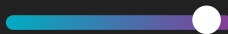
CREATION PROJECT Tunis - Global design Product Design, Branding

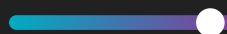
EDUCATION

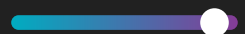
2012 Product **Design Licence**
Ecole Sup des Sciences et Tech de design
Tunis

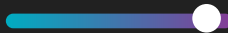
2014 **Master degree in Industry design**
Université de Lorraine - France

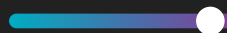
PERSONAL SKILLS


2D Art 

3D Art 

Team 

Branding 

2D Video Making 

3D Video Making 

2D Video Making

3D Video Making