



**AYMANE
ELOIRDIWI**

Contact

-  Aymaneeloirdiwi
-  eloirdiwi@gmail.com
-  +212 703 852 863
-  www.eloirdiwi.studio

Design & Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Figma / Penpot (UI/UX)
- Adobe XD
- Blender / 3D mockups

Soft Skills

- Creativity
- Visual communication
- Time management
- Problem solving
- Adaptability
- Trend and design research

Web Development

- WordPress / CRM
- HTML / CSS / JS / React
- Python / Flask / FastAPI
- Laravel

LANGUAGES

- Français - Fluent
- Anglais - Fluent

AYMANE EL OIRDIWI

Senior Graphic Designer

About me

Brand-focused designer specializing in visual identity and premium packaging. I develop strong and coherent brand systems from concept to final execution, delivering design solutions that are detail-driven, impactful, and visually consistent.

Expériences Professionnelles ♦

♦ Senior Graphic Designer — MajorMall (Pavé Chocolats)

June 2025 – Nov 2025 | Casablanca

- Led creative direction for the 2026 luxury chocolate collection alongside the CEO
- Directed full rebrand: logo, palette, typography, core identity
- Designed 10+ premium packaging pieces and decorative containers
- Created original dielines and coordinated production with suppliers
- Supervised prototype development (physical + limited 3D)
- Developed moodboards and competitive research to define luxury positioning.
- Produced promotional videos and sensory storytelling
- Collection approved and praised internally as the strongest to date

♦ Senior Graphic Designer — Inquire Health Morocco

March 2024 – March 2025 | Casablanca

- Designed medical packaging with precise technical specifications
- Created print and digital promotional assets for campaigns
- Produced product videos and explanatory motion design content
- Developed realistic 3D mockups for internal and commercial presentations
- Ensured consistent visual identity across multiple product ranges

♦ Graphic Designer— Agence Cactus

Jan 2024 – March 2024 | Casablanca

- Designed visual identities for client projects
- Created print and digital communication materials
- Collaborated with marketing teams on branding concepts
- Contributed to visual communication strategies
- Ensured consistency across all brand touchpoints

♦ Graphic Designer — Mediterrane Trade

Sept 2021 – Nov 2023 | Casablanca

- Designed full visual identities for three in-house brands
- Produced 200+ social media creatives tailored to different audiences
- Created external and internal product packaging
- Developed web mockups and UI assets
- Produced visuals for promotional and commercial campaigns

♦ Graphic Design Intern — Figma

July 2019 – Sept 2019 | Casablanca

- Created visuals for social media and digital campaigns
- Contributed to basic interface design projects
- Conducted creative research and experimented with new design techniques

Éducation ♦

♦ Graphic Design Diploma - ISTA, Casablanca (2021)

♦ Baccalaureate in Life & Earth Sciences - Atlas High, Casablanca (2019)