

PHAEDRA TABIB

Graphic Designer | Visual Design, Branding and Digital Content

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PROFESSIONAL SUMMARY

Solution-oriented graphic designer studying graphic design at Collège La Cité (ranked 1st in cohort), with a science background (mathematics, digital sciences and technology). I turn briefs into consistent visual systems, iterate based on feedback and performance data, and build generative AI (ChatGPT, Claude, Higgsfield) into my creative process. Adobe and Meta certified, proficient in Figma.

SKILLS

Visual Design: Branding and visual identity, visual systems and reusable templates, layout, typography, visual hierarchy, art direction, mobile-first design, motion (Reels), photography

Methods: Design thinking, brief analysis, data- and feedback-driven iteration, presenting concepts, cross-functional collaboration, project management

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Canva Pro, CapCut, Meta Business Suite, Google Workspace; generative AI: ChatGPT, Claude, Higgsfield

Languages: French (fluent) | English (intermediate) | Arabic (basic)

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer and Content Creator

Jan 2026 – present

Pilates Performer, Rueil-Malmaison, France (remote)

- Designed the studio's entire visual identity and brand system (brand guidelines, templates, print and digital assets) for a consistent brand experience.
- Produced one piece of content per day adapted to each format, reaching about 440,000 accounts per month and 2,400+ followers on Instagram.
- Created and optimized Meta Ads creative based on performance data, managing a €4,000 budget.

Graphic Designer and Content Creator

Jan 2024 – Dec 2024

Gym Bardo, Bardo, Tunisia

- Owned the brand's visual system (post templates, stories, Reels, campaign materials) in line with brand guidelines.
- Adjusted formats, hooks and visual hierarchy based on observed performance, helping grow the community to 10,000+ followers.
- Designed and edited mobile-first videos reaching up to 6,000 views.

Content Creator

Jan 2023 – Dec 2023

Bro's Coffee, Tunis, Tunisia

- Built the café's digital identity from scratch (visual style, templates, product photos), reaching 200 followers in 1 month with 30 posts; Reels up to 3,000 views.

Graphic Design Intern

Feb 2022 – Mar 2022

L'Agence Parisienne Des Talents, Les Berges du Lac, Tunis, Tunisia

- Created branding mockups (logos, posters, mini brand guidelines) within a marketing and tech team, under the supervision of professional designers.
- Presented final work to a 3-member jury and earned the highest possible grade (100%).

PORTFOLIO PROJECTS

Skill Swap: visual design of a skill-exchange platform. **Brise-Glace:** card game built through design thinking. **BOOM:** identity and campaign for an energy drink. **Vinyl:** series of three album covers, art direction and typography.

EDUCATION AND CERTIFICATIONS

Graphic Design, ranked 1st in cohort

2025 – present

Collège La Cité, Ottawa, Canada

Adobe (graphic design) and Meta (digital marketing) certified training

2024 – 2025

GOMYCODE, Tunis, Tunisia

French Baccalaureate, with honours

2025

École Internationale de Tunis, Tunis, Tunisia