MERIEM SELMI

Brand Identity & Social Media Designer

Tunis, Tunisia | Open to Remote Work, Worldwide | +216 94 689 698

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PROFESSIONAL SUMMARY

Brand identity and social media designer with 3+ years of startup and freelance experience, also creating motion graphics. Builds complete identity systems (logo, color palette, typography, brand guidelines, and mockups), consistent social media feeds, and animated content for brands in sports nutrition, real estate, and technology. Works strategy first, choosing every color, shape, and font for the audience and the business goal, with clear deadlines, close client collaboration, replies within 24 hours, and organized, editable deliverables ready for screen and print. Creates with real craft and honest visuals, never AI-generated people. Also an embedded electronics engineer, bringing a structured, detail-oriented process to every project.

CORE COMPETENCIES

Visual Brand Identity • Logo Design • Brand Guidelines • Typography • Color Systems • Mockups • Social Media Design (Posts, Carousels, Stories) • Social Media Management • Content Planning • Poster Design • Print Design • Motion Graphics • Logo Animation • Editorial Layout • Document and Contract Design

TECHNICAL SKILLS

Design: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Fresco, Adobe Express, Figma, Canva

Motion and Video: Adobe After Effects, VN

Email and Web: Unlayer (email templates)

Deliverables: AI, PDF, SVG, PNG, JPG, delivered as editable originals plus ready-to-use files for screen and print

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer | June 2024 to Present
Self-employed (Remote)

- Design brand identities, social media content, posters, and motion graphics for businesses, including SafeON, from the first brief to the final file handover.
- Follow a four-step process: discovery call, market and competitor research, design rounds refined with client feedback, and an organized handover of all files.
- Deliver logos in one to two weeks, complete brand identities in two to four weeks, and social media designs within a few days, with a clear schedule agreed before work begins.
- Work with clients in and outside Tunisia fully online (email, Instagram, WhatsApp, video calls), managing several projects in parallel and answering every request within 24 hours.

Graphic Designer and Social Media Manager | July 2023 to Present
Easy Ways Startup (Online)

- Create social media posts, documents, flyers, and contracts that follow the brand's visual identity.
- Work closely with the marketing team to produce visually appealing, high-impact designs.
- Manage the social media accounts and build content plans to increase post visibility and attract new clients.
- Keep all content on schedule and consistent across every platform.

Graphic Design Intern | June 2024 to July 2024
SeekMake (Remote)

- Designed social media content to strengthen the startup's online presence and audience interaction.

Media Team Member | October 2022 to June 2025
Google Developer Student Club, *Faculty of Sciences of Tunis*

- Created and managed social media content to grow the club's online presence and community engagement.
- Worked within the organizing team on the planning of club events.

SELECTED PROJECTS

Brand Identities: One Metric Nutrition, Hectare Estates, Kinetic AI

- Designed three complete brand identities for a sports nutrition store, a real estate agency, and an AI technology brand, each with logo, color palette, typography, brand guideline, and mockups.

Social Media Design and Management

- Designed a 12-post Instagram series built on one consistent visual system, so every post looks like part of the same feed.
- Managed three Facebook accounts, creating and publishing content with engaging captions to grow reach and interaction.

Motion Design

- Produced a brand promo video and animated motion pieces in landscape and vertical (reel) formats, driven by movement and detail and using carefully timed sound effects instead of music.

PFE Book and Contract Design

- Designed a complete end-of-studies (PFE) book in PDF presenting several internship projects in one cohesive, professional layout.
- Designed partnership and employment agreements that are clear, functional, and visually consistent.

WORK PRINCIPLES

No AI-generated people: never uses AI to create human faces, figures, or characters; works with illustration, typography, real photography, and strong ideas instead.

No music in motion design: animations and videos use sound effects only, chosen to follow every movement.

No alcohol-related projects: does not work with alcohol brands or any business, event, or campaign connected to alcohol.

No bodies used to sell: does not create or use images of human bodies, and never uses women's bodies to promote products; brands sell through concept, color, and type.

EDUCATION

Engineering Degree, Embedded Electronics Engineering | 2023 to 2026
Faculty of Sciences of Tunis, Tunisia
Graduated with excellence, final project grade 19.5/20

Integrated Preparatory Cycle | 2021 to 2023
Faculty of Sciences of Tunis, Tunisia

Scientific Baccalaureate | 2021
Ibn Sina 2 High School, Tunisia

LANGUAGES

Arabic (Native) | English (Advanced) | French (Advanced) | Turkish (Intermediate)