



NADIA TRABELSI

Hello! I'm a strategic designer with a background in both IT engineering & visual design. In other words, I am a digital expert with different hats. I bring a unique blend of creativity, technical expertise, & strategic thinking that allows me to navigate various aspects of communication, design, & technology.

INFORMATIONS

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LANGUAGES

- Arabic: Native/Bilingual
- French: Native/Bilingual
- English: B2 level
- German: B1 level

ACCREDITATION

Certified NLP
Practitioner



HOBBIES

Swing dance
Summer salads
Afromusic
Camping & outdoors
French culture

EXPERIENCE

SAP Enterprise Cloud Services Berlin, DE

Communications Student Work • 10/23 - 04/24

- Ensured brand consistency through different mediums
- Created Infographics for the executive board presentations
- Reimagined the UX/UI of SAP's internal WorkZone
- Supported the planning, organization, logistics & documentation for the Berlin Customer Council event

PharmaPlant Tunis, TN

Visual Design Internship • 01/22- 06/22

- Conceptualized and developed brand design, establishing a cohesive visual identity that reflects the brand values.
- Created & documented brand guidelines in a comprehensive Brandbook
- Designed product packaging as a strategic marketing tool, enhancing brand visibility and appeal.

Publicis Impact Tunis, TN

Advertisement Internship • 04/21 - 05/21

- Designed visual assets for different online & offline mediums : booklet covers, logotypes, social media visuals, and newsstand tarp.
- Conceptualized a new Libyan brand's social media strategy and implemented content & copywriting.
- Wrote advertising scripts for a famous Tunisian soda brand.

Wide Web Words Tunis, TN

Freelance Digital Marketing • 07/20 - 01/21

- Created and scheduled social media posts across different platforms, & community management.
- Wrote SEO-optimized articles & blog posts, utilizing keyword strategies to improve search engine rankings & organic traffic.
- Generated & analyzed Google Analytics statistics for writing data-driven reports to track website performance, & key metrics.

EDUCATION

SRH Berlin

Master of Arts in
Strategic Design

2022 - 2024

ESPRIT

Engineering degree
in computer science

2014 - 2022

ESSTED

Bachelor in Visual
Design

2020 - 2021

Tekru Technologies Tunis, TN

Web Development Internship • 02/20 - 07/20

- Designed and implemented responsive UX/UI components using ReactJS, enhancing user experience and interface functionality.
- Defined project requirements & redesigned database
- Developed interactive features and optimized front-end performance, improving application speed and user engagement.

Digit-U Tunis, TN

Mobile Development Internship • 07/19 - 08/19

- UX/UI for a mobile app to manage employee shifts using React Native, focusing on simplicity and user-friendly navigation for a seamless user experience.
- Developed interactive features and optimized the app's performance for mobile devices, enhancing usability and efficiency in shift management.

iMax Games São Carlos, BR

Graphic Design Internship • 06/15 - 09/15

- Created multimedia content for interactive children's eBooks, including child-friendly visuals & animations, that align with educational goals.

PROJECTS

Forreal? • Community & Social, Well-Being & Growth

A partnership with Ravensburger to attract a new user segment: young adults.

[Read more](#)

Turn Delays Into Delights • Community & Social, Culture

A partnership with Deutsche Bahn for optimizing the UX whenever there is a delay.

[Read more](#)

The Shift • Community & Social

A personal project aiming at preventing violent extremism in times of polarization.

[Read more](#)

UNRAD • Community & Social

A personal project that explores the role of social media in the radicalisation process.

[Read more](#)

Timeflow • Well-Being & Growth

An in/post-crisis design project to support individuals structure their day in times of crisis.

[Read more](#)

Love is love • Community & Social, Culture

A webradio that celebrates inclusive love, by giving resources to support relationships.

[Read more](#)