



NADIA TRABELSI

Hello! I'm a strategic designer with a background in both IT engineering and visual design. My role is to identify growth opportunities and make a strategic plan, from research to implementation, with all necessary iterations. This process uses the design thinking methodology.

INFORMATIONS

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LANGUAGES

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

Hobbies

Swing dance
 Summer salads
 Afromusic
 Camping & outdoors
 French culture

EXPERIENCE

Evovet Cologne, DE

Management Consultant and Project Manager • 02/25 - now

- Led diverse B2C and B2B UX/UI projects (Framer) then implemented them on low-code platforms (Wordpress, Shopify)
- Redesigned internal branding materials and website
- Designed ERPs and automated processes (Notion, Make & n8n)

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

Publicis Impact Tunis, Tunisia

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, Tunisia

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, Tunisia

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, Tunisia

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, Brazil

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? • UX Research, Infographic Design, Branding, Game Design, Marketing

[Read more](#)

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

The initial brief was to attract a new user segment through a viral marketing campaign. We found out after an extensive research that Ravensburger needed to create a product to cater to young adults needs. We designed it and built around it a very rich offline and online marketing campaign based on user-generated content (UGC), to reach, engage, and convert prospects. Then we defined our Key performance indicators (KPIs) to measure success and readapt the campaign for optimal results.

Turn Delays Into Delights • Team Management, UX Research, Service design

[Read more](#)

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

The challenge was to transform exhausting train delays, from a moment of worry into a meaningful, useful & enjoyable experience (XP). We integrated participative & interactive modern art installations into waiting areas within the stations & designed an AI-based app based on CBT to help manage the stress. The waiting moment is not anymore a time of worry, but an opportunity to create bonds, make beautiful memories & support the cultural scene.

UNRAD • UX Research, Branding, Social Media, Digital Strategy

[Read more](#)

A project that explores how social media leverages extremism.

How does one become a terrorist? This project explores radicalization & the embarking process of extremist groups, and particularly, the islamists. The research shines a light on their potential recruits, their embarking, and the progressive indoctrination process. Social media plays a central role as Facebook Ads allows a very precise targeting based on personal data, & therefore, everyone that is connected is exposed to danger.