

Rabi Hilaoui

ART DIRECTOR

Highly creative and versatile design professional with 9+ years of experience. Expertise in branding, social media, and art direction, leveraging AI tools to develop impactful visuals and campaigns.

www.hilaoui.com | hello@hilaoui.com | +212 641 983 699

SKILLS

Branding
Cohesive brand identities from concept to execution, including logos and brand books.

Graphic Design
Compelling visuals for both digital and print media.

Social Media Design
Engaging content optimized for diverse social and ad platforms.

Print Design
KVs, brochures, billboards, and packaging.

AI-Assisted Design
AI tools that enhance design workflows and creativity.

Motion Design and WordPress
Foundational knowledge.

PROFESSIONAL EXPERIENCE

Art Director
Jul 2026 - Present

Webeuz Agency | Casablanca, Morocco | FULL-TIME

- Lead the creative direction of campaigns and brand identities, from first concept to final delivery.
- Oversee branding, social media, and print projects, integrating AI tools to deliver cohesive visuals faster.

Art Director
Jun 2024 - Jun 2026 · 2 yrs 1 mo

Marcom Edge | Casablanca, Morocco | FULL-TIME

- Created print, social media, and branding work for Marcom Edge, recognized as The 2024 Agency of the Year.
- Contributed to a team setting industry standards and pushing the boundaries of innovative design.

Senior Graphic Designer
Feb 2023 - Feb 2024 · 1 yr 1 mo

DPR GROUP | Casablanca, Morocco | FULL-TIME

- Designed social media and print work for DPR GROUP, The 2023 Agency of the Year.
- Played a key role in diverse projects, showcasing creativity and adaptability within a well-organized team.
- Thrived in a dynamic environment, continuously improving skills and contributing to the agency's excellence.

Social Media Designer
Jan 2023 - Apr 2024 · 1 yr 4 mos

Rebills.io | Dublin, Ireland | REMOTE, PART-TIME

- Produced promotional videos for E-Commerce, including animations, video editing, and landing pages.
- Created social media content for Instagram, TikTok, and ad platforms (Google, Meta, TikTok), significantly boosting engagement within just a few weeks.

Graphic Designer / Motion Designer
Aug 2021 - Aug 2022 · 1 yr 1 mo

Echo Creative Marketing | London, England | REMOTE, FULL-TIME

- Created promotional videos for E-Commerce services, using animations and engaging product promos.
- Designed visuals for social media ads across the fitness, coaching, security, and healthcare industries.

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Graphic Designer
Jul 2019 - Aug 2021 · 2 yrs 2 mos

Hello Creative Agency | Casablanca, Morocco | FULL-TIME

- Designed print projects including billboards, business cards, and car brochures.
- Trusted with creative freedom to design innovative visuals.
- Created social media posts and graphics, and adapted them into Google Ads banners.

Graphic Designer
Jun 2018 - Jan 2019 · 8 mos

Innovation Graphic | Casablanca, Morocco | FULL-TIME

- Second professional role as a graphic designer, focusing on social media projects for the first time.
- Diversified into digital design by applying previous print design skills to new projects.

Graphic Designer
Sep 2017 - Jan 2018 · 5 mos

Subliwear | Casablanca, Morocco | FULL-TIME

- First professional role, working on sports jersey and apparel design and following the entire process from design to final packaging.
- Assisted in designing sportswear for international basketball and rugby teams in France, the UK, and Spain, gaining extensive experience in the printing industry.

Intern - Graphic Designer
May 2017 - Sep 2017 · 5 mos

YO-2 Impression & Solution | Casablanca, Morocco | INTERNSHIP

- Followed the entire printing and production process of printables, from printing machines to final product packaging.
- Contributed to packaging box designs for a motorcycle parts company and chewing gum brands, gaining knowledge of the printing industry.

EDUCATION

Degree in Graphic Design | Palmier Computer Center, Casablanca, Morocco — 09/2016 - 06/2017

IT Certificate | ISTA Hay Hassani, Casablanca, Morocco — 09/2015 - 06/2016

Bachelor's Degree in Physics | Omar El Khayam, Casablanca, Morocco — 09/2012 - 06/2015

ACHIEVEMENTS AND PROJECTS

Fixed-Term Contract with Cosmos Electro — 06/2020 - 08/2020
Managed the product image directory for the online store cosmoselectro.ma.

Economic Governance and Citizen Participation Project (PGEPC) of Burkina Faso, Branding Project — 01/2018
Entrusted by the Ministry of Economy of Burkina Faso with the complete visual identity of the project, delivering print materials, visuals, and a comprehensive brand book for the project logo.

Famous Star Festival, Branding Project — 06/2018
Created the brand for an annual Chinese festival discovering emerging talents in the Chaoyang district.

First 3X3 Basketball Event in Morocco, Branding Project — 02/2022
As an organizing team member, helped launch the first 3X3 basketball event in Morocco in January 2022, designing print materials and social media visuals.

PERSONAL SKILLS

Tech-savvy · Creative · Teamwork · Adaptability · Self-motivated · Quietly productive · Hard working night owl · Chess nerd · Gamer