

# BEN ACHOUR WASSIM

Motion Designer · Video Editor · Brand Identity Designer

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## PORTFOLIO

[wb-motion.com](http://wb-motion.com)

## LINKEDIN

[in/benachourwassim](https://in/benachourwassim)

## LOCATION

Tunis, Tunisia — Remote  
Worldwide

## PROFESSIONAL SUMMARY

Results-driven Motion Designer and Video Editor with 4+ years of experience crafting high-impact motion graphics, animated content, and visual systems for social media, broadcast, and brand communications. Proven track record delivering measurable results at scale. Experienced across the full creative pipeline from UI/UX design for health-tech platforms to brand identity for international fintech companies. Advanced expertise in After Effects, Premiere Pro, and DaVinci Resolve. Available for full-time remote positions and freelance projects worldwide.

## CORE SKILLS

### MOTION & ANIMATION

Motion Graphics · Logo Animation  
Broadcast Packages · Lower Thirds  
Transitions · Visual Effects  
After Effects · DaVinci Resolve

### VIDEO & POST-PRODUCTION

Video Editing · Color Grading  
Short-Form Content · Reels  
Premiere Pro · Audition  
Social Media · TikTok · Instagram

### DESIGN & BRANDING

Brand Identity · Logo Design  
UI/UX Design · Visual Systems  
Illustrator · Photoshop · Figma  
Packaging · Print · Mobile App UI

## WORK EXPERIENCE

### Multimedia Designer · **Al Watania Gypsum Company**

Sep 2025 – Present | Remote

- Oversee visual identity across all social media and digital platforms, maintaining 100% brand consistency across 5+ active channels.
- Produce an average of 3 motion graphics and video pieces per week, contributing to a consistent pipeline of 12+ branded assets per month.
- Developed packaging, promotional materials, and event stand visuals for marketing campaigns reaching national distribution.
- Partner with marketing and communications teams to translate business objectives into compelling visual content.

### Graphic Designer / Art Director · **Sghartoon**

2023 – Nov 2025 | Hybrid

- Designed the complete UI/UX system for Sghartoon's mobile application, a health-tech teletherapy platform helping parents detect and manage learning disabilities including dyslexia in children aged 5 to 12 through therapeutic video games.
- Crafted all in-app visual elements including game interfaces, character illustrations, interactive screens, and animated UI components across a library of 87+ educational games available in 4 languages.
- Built the parent dashboard UI enabling session booking, child progress tracking, and therapist communication, alongside the therapist web dashboard with patient management, real-time performance analytics, and calendar tools.
- Produced all social media content for Sghartoon's digital channels including short-form videos, motion graphics, posts, and event brand identity assets, growing platform visibility across Instagram and Facebook.
- Supervised a team of 4 designers, maintaining visual consistency across the app, web platform, and all brand communications.

### B2C Manager · **Sghartoon**

Jul 2024 – Jan 2025 | On-site

- Launched B2C marketing strategies that elevated customer engagement metrics across digital platforms within a 6-month period.
- Executed campaign visual production in collaboration with the design team, improving brand alignment and audience response rates.

### Event & Project Lead · **Kitsune Club**

Sep 2022 – Mar 2024 | Tunis

- Directed Cosplay Open City and Kitsushin 2.0, managing teams of 10+ members and coordinating logistics for 500+ attendee events.

### UI/UX & Game Developer Intern · **Devolution Studio**

Jan 2021 – May 2021 | Tunis

- Designed and implemented the complete UI/UX system and game asset library for a multiplayer mobile card game.
- Built all interface screens directly in Unity engine using C#, owning both design and development end-to-end.

## KEY PROJECTS

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### Podcast Mokhtalifoun — Seasons 1 & 2

2024 – 2026

#### Motion Designer · Video Editor · Visual Director

Directed full visual ownership across 2 seasons including motion graphics, animated ads, reels, overlays, set design, and post-production. Engineered dual visual systems tailored separately for Facebook long-form and TikTok short-form formats.

*Contributed to over 5M+ total views across social platforms.*

### InvFunds — Investment Platform Brand Identity

2026

#### Brand Identity Designer

Delivered a complete brand identity system for a Saudi-based investment platform, producing 20+ assets including logo design, UI mockups, icon sets, and brand guidelines. Crafted a scalable visual language integrating i + F letterforms with a growth-driven symbol, applied across 20+ brand assets for digital product and marketing use.

*Client: Saudi Arabia · Industry: Fintech / Investment*

### DIGICLUB — 10th Anniversary Rebrand

Nov 2025

#### Brand & Motion Designer

Revamped the brand identity for Tunisia's longest-running tech media platform, delivering a modernized logo system, animated brand assets, and a unified social media visual framework. Introduced motion as a core brand language to enhance digital presence and audience engagement.

*Brand in continuous active use across social media with 50K+ community reach*

### BacPay — Fintech Brand Identity

2024

#### Brand Identity Designer

Built a full brand identity system for a Tunisian fintech startup, delivering logo, typography, color system, and dual-mode UI assets for digital platforms. Produced comprehensive brand guidelines enabling consistent deployment across product and marketing channels.

*Outcome: BacPay announced formal partnership with Ingenico, global payment technology leader in 170+ countries*

### Le Pané — Restaurant Brand Identity

Oct 2022 – 2023

#### Brand Identity Designer · Motion Designer

Delivered a complete brand identity for Le Pané, producing logo design, packaging, animated menus, and environmental graphics. Created a cohesive visual system across in-store and digital touchpoints, integrating motion elements to enhance customer experience and brand consistency.

### Dominations — Game UI & Asset Design

Jan – May 2021

#### UI/UX Designer · Game Developer

Designed and implemented a complete UI/UX system and asset library for a multiplayer mobile game covering 8+ interface states. Built all interfaces in Unity using C#, delivering a fully functional game prototype as a solo developer.

*Deliverable: Fully functional interactive build*

## EDUCATION

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### Diploma — Internet of Things (IoT) · ISTIC, Borj Cedria

2019 – 2022 | Tunis

Graduated with Excellent standing.

### Preparatory Cycle — Mathematics, Physics & Informatics (MPI) · INSAT

2017 – 2019 | Tunis

### Bachelor of Science in Computer Science · Bourguiba High School

2016 – 2017 | Monastir

Top Graduate — Excellent Academic Performance.

## LANGUAGES

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**Arabic** · Native

**English** · Professional

**French** · Intermediate