

ANASS BIYGUISE

MULTIDISCIPLINARY GRAPHIC DESIGNER

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BRAND IDENTITY

3D DESIGN

MOTION GRAPHICS

CGI PACKSHOTS & SIMULATION

AGENTIC AI WORKFLOWS

PRINT & ENVIRONMENTAL OOH

UI/UX & WEB

// PROFESSIONAL SUMMARY

PROFILE OVERVIEW

As a visual experience builder, I specialize in comprehensive brand identity systems, 3D design & CGI, motion graphics, and interactive digital experiences. I bring a proven track record directing high-impact visual campaigns, digital content design, city-scale environmental takeovers, and 3D product animations for Tier-1 global brands. My practice centers on bridging creative direction and advanced pipelines with modern AI-assisted creative workflows.

// CORE EXPERTISE & TECHNICAL SKILLS

CAPABILITIES

BRAND & VISUAL DESIGN:	Brand Identity Architectures, Creative Direction, Editorial Typography, Print Systems, Environmental & OOH Wraps, Brand Guidelines.
3D, CGI & MOTION:	Blender, Cinema 4D, After Effects, Premiere Pro, Photoshop, Illustrator, InDesign; CGI Product Visualizations, Mockups, Shading, Physics Simulations, Broadcast Motion Packages, Explainer Videos.
DIGITAL, WEB & AI:	UI/UX Prototyping, Responsive Web Layouts, HTML5/CSS3/JavaScript, Interactive Media, AI-Assisted Generative Assets & Agentic Workflows, Digital Content Design.

// WORK EXPERIENCE

CAREER TRAJECTORY

PUBLICIS-WBC / Graphic Designer

03/2024 – Present

- Lead major multi-channel visual campaigns, brand identity rollouts, and large-scale environmental assets for Tier-1 multinational and corporate accounts.
- Spearheaded the **AFCON 2025 (CAF)** visual identity adaptation and environmental print design for the Casablanca and Rabat Tramway Takeover.
- Produced comprehensive branding systems, social media ecosystems, motion graphics, and 3D simulations.
- Created high-end CGI product renders, 3D animations, and campaign visuals for **Giorgio Armani, La Roche-Posay, Vichy, L'Oréal, Garnier, Mahindra, Whirlpool, Nestlé, Kitea, CDM, and Germa.**

DISRUPTIA / Graphic Designer

12/2023 – 02/2024

- Designed responsive visual identities, modular design systems, and motion graphics packages for corporate finance leaders and tech startups including **AttijariWafa Bank, ComptaCom, and La French Tech Maroc.**

ARTCOUSTIC / Motion Designer

10/2023 – 12/2023

- Engineered dynamic motion sequences, broadcast packages, and corporate animations for prominent national media and institutional platforms including **2M TV, MTCash, Casablanca Finance City (CFC), and the DGI.**

NEOMOTION / Visual & 3D CGI Designer

08/2023 – 10/2023

- Developed visual concepts, 3D social media CGI visualizers, and brand style guides for e-commerce, pharmaceutical, and hospitality clients including **Mobydick-Imoutchou, Diaphora Pharma, HelloEco, and Riad Zahra.**

NASSIM AZARZAR STUDIO / Graphic Designer

02/2023 – 08/2023

- Contributed to experimental cultural design, exhibition catalogs, and branding materials for high-profile contemporary art initiatives, including the **School of Casablanca** and the **Youmayn Festival.**

// EDUCATION

ACADEMIC

Art'Com Sup Rabat

Licence en Design Graphique (Bachelor's in Graphic Design)

School of Motion

Animation & 3D Intensive Bootcamps

Lycée Ibn Sina

Baccalauréat Sciences Physiques

// CERTIFICATIONS & COURSES

SPECIALIZED

Graphic Design Specialization

CalArts / Coursera

Advanced 3D Animation: Renders with Blender

Skillshare

Illustration for Motion & Typography That Works

School of Motion