

HAMDI JAWHER

ART DIRECTOR | CREATIVE PRODUCER | UX/UI DESIGNER

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PROFILE

Art director and multidisciplinary designer combining visual storytelling, brand thinking, production craft and user-centered design. I develop concepts from insight to execution: creative direction, visual worlds, treatments, moodboards, storyboards, shot planning, photography/video production, digital experiences, and post-production review. My UX/UI background adds an unusually rigorous layer of research, systems thinking, and audience understanding—useful for fashion, mobility, automotive, technology, and culture-led brands.

CORE CAPABILITIES

Creative direction: Concept development, visual language, campaign thinking, brand worlds, moodboards, treatments, storyboards, references, art direction, visual quality control

Production: Photo and video production, pre-production planning, shot lists, location and prop direction, talent/styling coordination, set decisions, edit feedback, delivery review

Design ♦ experience: Visual design, UX/UI, interaction design, wireframes, high-fidelity prototypes, design systems, accessibility, user journeys, usability testing

Research ♦ strategy: User interviews, stakeholder workshops, qualitative and quantitative research, UX audits, A/B testing, journey mapping, requirements definition, insight synthesis

SELECTED EXPERIENCE

Senior UX/UI Designer | Experience & Creative Systems

TLScontakt

Jul 2025 - Present

- Lead end-to-end design for a next-generation biometric data capture kiosk, shaping user flows for speed, clarity, accessibility, and reduced transaction friction.
- Translate research and operational constraints into interaction models, visual direction, prototypes, and design recommendations presented to executive leaders and business owners across multiple countries.
- Conduct research across 10 international visa centers with users from diverse backgrounds, identifying cultural and behavioral considerations that influence service design.
- Use structured critique, prototyping, and usability validation to align product, business, and delivery teams around a clear experience direction.

UX/UI Designer | Design Systems & Data Experiences

FORVIA Faurecia - Palantir Foundry

May 2023 - Jun 2025

- Directed UX audits and experience improvements for data applications built with Palantir Foundry, turning complex workflows into clearer, more usable dashboard experiences.
- Developed and implemented design systems for designers and developers, documenting patterns, best practices, usage examples, and governance for data-heavy interfaces.
- Designed user-centered dashboards and use cases that supported data exploration and decision-making, iterating from stakeholder and user feedback.
- Facilitated an ideation workshop in Paris-Nanterre for an R&D project, guiding teams from problem framing to practical experience concepts.

UX/UI Product Designer | Research & Product Strategy

Addinn Group

Oct 2020 - May 2023

- Led discovery and product design across projects including SynapseHR, Smartweb Pay, and Lait's Collecte, working directly with product owners and stakeholders to define needs and opportunities.
- Conducted interviews, project needs assessments, UX audits, journey mapping, prototyping, and user testing to move ambiguous requirements toward buildable product direction.
- Monitored closed-beta analytics and A/B test results, using evidence to iterate on flows, usability, and product decisions for secure banking and financial experiences.
- Connected research findings to visual and interaction design, creating intuitive interfaces that balanced business goals, technical constraints, and user confidence.

CREATIVE DIRECTION & PRODUCTION

Independent Art Director & Creative Producer

Jay Studio | Tunisia

Independent practice

- Build creative concepts for emerging and established brands, translating positioning and audience insight into visual direction across photography, video, social content, and digital touchpoints.
- Own the process from brief and research through references, moodboards, treatments, storyboards, shot lists, production planning, on-set decisions, and post-production feedback.
- Develop semi-luxury, editorial, and cinematic visual approaches for Tunisian contexts, with attention to location, casting, styling, composition, pacing, light, texture, and cultural specificity.
- Selected work and creative direction across Aurea and smaller Tunisian brands; portfolio: jawherhamdi.com.

EDUCATION & CREDENTIALS

- Bachelor Degree in Design - Higher Institute of Arts and Multimedia Manouba (ISAMM)
- Google UX Design Certificate - Google
- Principles of UX/UI Design - Meta
- Branding and Customer Experience - IE Business School
- UXCEL Verified Designer - Score 96/100; Top 5% worldwide

TOOLS & LANGUAGES

Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, InDesign, Sketch, DaVinci Resolve, Final Cut Pro, Keynote, PowerPoint, Miro, Obsidian, Palantir Foundry, HTML/CSS, AI prompting, macOS

English: C2 proficient | French: B2 professional