

ISMAIL LOUAFI

Senior Brand & UI/UX Designer | Studio Lead | Creative Strategist
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- **Portfolio** : uniknas.com/ismaillouafi
- **LinkedIn** : linkedin.com/in/ismaillouafi
- **Work Authorization** : Permanent Resident (Canada) — eligible to work full-time

PROFESSIONAL SUMMARY

Multidisciplinary designer with 10+ years of experience in branding, UI/UX, and creative direction for innovation-driven organizations. Former Brand & Marketing Manager at Impact Lab and founder of UNIKNAS, a Casablanca-based studio. I specialize in user-centered interfaces, scalable design systems, and brand identities that tell stories and drive engagement. Experienced in cross-functional collaboration, creative leadership, and delivering impact across 17+ African countries. Now based in Toronto and open to full-time roles in brand, product, or digital design.

SKILLS & TOOLS

- **Design & UX Tools** : Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Webflow, WordPress, Notion, Canva
- **UI/UX**: Wireframing, Prototyping, User Flows, Responsive Design, Micro-interactions, Usability Testing
- **Branding**: Visual Identity, Tone of Voice, Brand Guidelines, Motion Concepts, Style Guides, Campaign Art Direction
- **Other**: Cross-Functional Collaboration, Stakeholder Engagement, Copywriting, Project Management
- **Languages**: English, French, Arabic

CORE COMPETENCIES

Brand Strategy & Visual Identity, UI/UX Design & Prototyping, Human-Centered Design, High-Fidelity Mockups & Style Guides, Communication Campaigns & Motion Design, CMS Platforms (WordPress, Webflow), Event & Environmental Branding, Digital Accessibility & Bilingual Content, Design Systems & Creative Direction

EXPERIENCE

Studio Lead at UNIKNAS — Casablanca, Morocco

April 2025 – Present

Founded and lead a creative studio focused on UI/UX design, branding, and digital storytelling for startups, NGOs, and innovation programs.

Key Projects :

- **Téléthon AMH 2025**: Led the creative campaign for a national telethon raising 3.5M MAD (~\$530K CAD) in donations for Centre Hospitalier Noor 2. Created brand identity, multilingual visuals, and emotional video content.
- **Ta9afa Al Moukawalatiya**: Designed the full brand and learning toolkit for a national entrepreneurship education program reaching 10,000+ students. Included teacher guides, student books, regional events, and an impact documentary.
- **SKY BREAK Hotel**: Developed the full brand identity for Morocco's first in-terminal airport hotel, including logo system, signage, iconography, and digital communications.

Brand & Marketing Manager at IMPACT Lab — Casablanca, Morocco

September 2018 – September 2025

Led branding, communication, and design strategy for an innovation catalyst working across 17+ African countries.

Highlights:

- Branded 250+ startups through flagship programs including Boost'in Africa, Tech4Farmer, and Boost in Gaming...
- Managed 25+ open innovation programs for public and private institutions (OCP, GIZ, AfDB).
- Created internal brand systems and messaging guidelines to amplify IMPACT Lab reputation among partners and align its assets with its mission to accelerate African innovation.
- Delivered campaigns impacting thousands of entrepreneurs and innovators per program.

Freelance Designer (Branding · UI/UX · Strategy) Independent — Casablanca, Morocco

April 2018 – April 2025

Notable Projects :

- **INJAZ Al-Maghrib (Morocco):** Designed communication tools and event identities for programs reaching 30,000+ students annually.
- **AMH (Morocco):** Created bilingual platforms and fundraising campaigns focused on accessibility and inclusive design.
- **CBI Netherlands, Orange Corners :** Provided UX support and multilingual branding for international startup incubators.

Delivered 30+ full-scope projects for the education, innovation, and healthcare sectors.

Digital Brand Manager at Education For Employment (EFE-Maroc) — Casablanca, Morocco

July 2014 – November 2017

Led brand identity and communication for donor-funded youth employability programs.

Key Campaigns:

- **Al Morad (Mastercard Foundation):** Soft skill training for underserved youth.
- **DJMY (Rockefeller Foundation):** Linked 1,500+ youth with digital sector opportunities.
- **Programming for the Future (Accenture):** 1,000+ students learning code.
- **Career Center (USAID):** Engaged 20,000+ students with CV workshops, career tools.
- **FJIJ (Finding a Job Is a Job):** National job-readiness campaign.

EDUCATION

2012 – 2013 – Bachelor's Degree (3 years) – Organizational Management
Université Hassan II – Casablanca, Morocco

2010 – 2012 – Diploma (2 years) – Business
Institut Supérieur de Gestion et d'Informatique / OFPPT – Casablanca, Morocco

2009 – 2010 – Secondary School Diploma – General Academic
Lycée Mohamed V – Casablanca, Morocco