










LAST UPDATE : 09/09/2019

# MEHDI AYACHE BERBEROS

34 y.o.

NFT Artist /     Actually in Bali  / Awwwards  Winning  
Creative Director / multidisciplinary Designer  /  
 UX Expert /  Film Producer

[m@mehdiayache.com](mailto:m@mehdiayache.com) / [www.mehdiayache.com](http://www.mehdiayache.com)



Experience from 2014 to 2019

## HIT RADIO

05/2019 - 08/2019 @ Rabat / fixed-term contract

### Visual & Audio-visual Team Manager

Mission:

Coordinate team planning with the relevant departments / Producing the expressions of need and select the providers / Production structuring (tools' optimization) / Identification and acquisition of the whole production needs / Production's budget management / Archiving, piloting and supervision of the Visual and the video productions / Prepare reports, and product sheets, concepts, and programs.

Coach and support the team / Creative briefs writing / development of the general policy of TV production and TV content/ broadcasting TV programs management / Calibrate and oversee the humans and budgetary needs of a project / participate in the purchase/negotiation of the content component, ensure the business intelligence (good practices, developments in the business and uses...)

Skills

- RESPONSIBILITY
- ORGANIZATION AND AUTONOMY
- ABILITY TO HANDLE STRESS
- MANAGEMENT
- REPORTING
- CREATIVITY
- POST-PRODUCTION & PRODUCTION
- MEDIA MASTERING (DIGITAL, RADIO, AND TV)
- ART DIRECTION

## OPEN MEDIA HUB x HIT RADIO

04/2019 @ Rabat / fixed mission

### Executive Producer

Mission:

Executive production of the first HIT RADIO's documentary, art direction, management, production, and post-production. « Being a Single Mother in Morocco »

Link : <https://www.youtube.com/watch?v=ivFLsPPz6il>

Skills

- TEAM MANAGEMENT
- FINANCIAL MANAGEMENT
- BUDGETING
- ART DIRECTION / PRODUCTION
- TIME MANAGEMENT

## EUROPEAN UNION

04/2019 @ Rabat / external consultant

### Project Manager & Art Director OpenMind (#YN)

Mission:

OpenMind (#YallahNchoufo) project : Introducing a subjective and positive look on Europe, to make young Moroccans discover other lifestyles, and cultures to fight against stereotypes. This project aims to create an area of tolerance, trust, and closeness between young Moroccans and Europe.

Link : <https://www.youtube.com/channel/UCQg2d5DZXt87X4f2Sus7ZcA>

Skills

- TEAM MANAGEMENT
- CONTENT PRODUCTION
- STORYTELLING
- VISUAL DESIGN
- ART DIRECTION / PRODUCTION
- TRAVEL PLANNING
- COMMUNICATION
- REPORTING
- DIAGNOSTIC
- SOCIAL MEDIA/ DIGITAL STRATEGY
- FOLLOWUP

## TOMORROW MEDIA NETWORK

05/2017 - 05/2019 @ **Rabat** / raised 1,2M MAD from private investor)

### Manager & Creative Officer

Projects :

Production of the corporate film DECATHLON ZONE OFFSHORE & SUPPLY CHAIN (TANGER MED) / Production of the management corporate film DECATHLON RABAT (Ma-gasin) / Creation and animation of the official promotional video of BANKATY service (Société Générale Bank) / Production of 16 promotional digital vidéos for PERNOD RICARD MOROCCO (Jameson Whiskey) / Creation of the first POP ARABIC MEDIA named BYVID, with a dedicated team, and production of web programs in a classic format and micro-format as well. / Recurrent production of audiovisual micro-content for HIT RADIO - Nominated program OPEN MEDIA HUB (EU) and participation in the assizes of journalism in Tunis 2018.

Showreel : <https://www.youtube.com/watch?v=MM7rDCd5Al4>

#### Skills

- TEAM MANAGEMENT
- FINANCIAL MANAGEMENT
- REPORTING
- DIGITAL MEDIA STRATEGY
- BANKING COMMUNICATION
- MUSIC RADIO COMMUNICATION
- PRODUCTION
- RECRUITMENT
- ART DIRECTION

## SPLIT INTERACTIVE

01/2016 - 09/2016 @ **Paris** / remote work

### UX/UI & Visual Designer

Project :

Linchpin : Web platform dedicated to Asian architects and interior designers. /The First Angle: A platform of publications and financial studies sale, designed for the European market. /Tanker: A startup that offer end-to-end encryption service. / Larush: A platform that gathers all the news videos in the service of media. / Deloitte: Implementation of a collaborative tool for the follow-up and the management of questions/answers, during the conferences of the group, a cross-display platform (Mobile/Desktop/Tv). The project is under adaption in SAAS solution.

#### Skills

- REMOTE WORK
- DESIGN THINKING
- ADVISORY AND CONSULTING
- USER EXPERIENCE DESIGN
- BRANDING
- EMPATHY
- COLLABORATION.
- STORYTELLING AND
- PRESENTATION
- PROJECT MANAGEMENT

## SYMODD

10/2015 - 11/2016 @ **Agadir** / external consultant

### Creative Officer & Digital production manager

Projects :

Awwwards: Production and UX research on the new website of the agency [symodd.com](http://symodd.com). "Honorable Mention" production from Awwwards in 2014.

LINK : <http://www.symodd.com/blog/creative-agency-agadir/symodd-wins-honorable-mention-prestigious-awwwards-com/>

Agency full rebranding

LINK : <https://vimeo.com/118125535>

#### Skills

- TEAM MANAGEMENT
- BRANDING
- UX DESIGN
- DIGITAL PROJECT MANAGEMENT
- TECHNICAL SPECS. DOCUMENTS

## MOYKEEZ

05/2015 - 10/2015 @ **Marrakech** / co-founder

### Associate & Creative Director

Mission :

The company has been created with 2 partners (CTO & Front-End Dev.), oriented particularly toward offshoring, and prospecting via the platform. [codeur.com](http://codeur.com)

#### Skills

- REMOTE WORK
- COMMUNICATION
- TIME MANAGEMENT
- COMPANY MANAGEMENT
- WORDPRESS
- BRANDING
- ILLUSTRATION
- WEBDESIGN & UX

2014 @ **Casablanca & Agadir** / External Consultant & Remote Work

## Consultant, UX&UI Designer / Lead Project

### Projects :

OMPIC : Accompanying the VOID agency, for the project management of the re-design of the information architecture, and organization of the tree structure, with scenario creation on the OM-PIC platform. Lead customer meetings and validation points..

HCP : Development of the mini official website of the 2014 census. <http://www.rgph2014.hcp.ma/>

CDG & ICDG : The participation in the call for tender for the re-design of the CDG and ICDG digital platform. Models proposal, research UX, and information architecture (Wireframing, tree...), as well the presentation before the committee of CDG in Rabat. Support for Ads management on [marjane.ma](http://marjane.ma)

### Skills

- COLLABORATION
- PRESENTATION
- WORDPRESS
- PROJECT MANAGEMENT
- WEB DESIGN
- USER EXPERIENCE RESEARCH
- WIREFRAMING

## MAYHAZ STUDIO

2013 - 2014 @ **Agadir** / Founder & Manager

## Designer

### Mission :

The Mayhaz studio was created in 2013 in Agadir, southern Morocco. We develop our artistic projects between illustration, print, and product design. We have crazy love toward Moroccan vintage. The local visual heritage offers us a goldmine of inspiration.

2 Expositions : Moroccan Legends / Tshirts / Painting ...

### Press links :

<http://onorient.com/mayhaz-3814-20131130/>

[http://telquel.ma/2014/07/08/mayhaz-ressuscite-les-legendes-artistiques-marocaines\\_141852/](http://telquel.ma/2014/07/08/mayhaz-ressuscite-les-legendes-artistiques-marocaines_141852/)

### Skills

- BRANDING
- ILLUSTRATION
- PRINTING
- MARKETING & SALES
- PUBLIC SPEAKING
- LOGISTIC

## SYMODD

10/2015 - 11/2016 @ **Rabat** / external consultant

## Creative Officer & Digital production manager

### Projects :

Awwwards: Production and UX research on the new website of the agency [symodd.com](http://symodd.com).

"Honorable Mention" production from Awwwards in 2014.

LINK : <http://www.symodd.com/blog/creative-agency-agadir/symodd-wins-honorable-mention-prestigious-awwwards-com/>

Agency full rebranding

LINK : <https://vimeo.com/118125535>

### Skills

- TEAM MANAGEMENT
- BRANDING
- UX DESIGN
- DIGITAL PROJECT MANAGEMENT
- TECHNICAL SPECS. DOCUMENTS

## Experience *from 2005 to 2014*

### STROY BYVI MOROCO

05/2013 - 05/2014 @ Agadir / co-founder

**Associate & Creative Officer**

### OR PHOTOGRAPHY

01/2010 - 11/2013 @ Rabat

**Artist Manager & Photographer**

### LACARTEPLZ.MA

05/2013 - 05/2014 @ Rabat

**UX & UI Designer**

### CASAPPLANCA

05/2012 - 02/2013 @ Casablanca

**Startup co-founder casapplanca.com & kapptain.com**

### MAWAZINE INTERNATIONAL FESTIVAL

05/2013 - 05/2014 @ Rabat

**Social Media Consultant (Crisis management)**

### HIT

01/2010 - 11/2012 @ Rabat

**Webmaster, Web Designer & Community Manager**

### SWEET

2009 @ Casablanca

**Web Designer & CSS/HTML integrator**

### BEE

2008 - 2009 @ Agadir

**Webdesigner**

### VIVALIO

### SILIWEB

### IMPACT

### KHIDMA

### AMIGRAPH

2006 - 2008

**Graphic Web Designer**

*Learning Process*

## Projects

- UX / UI for the current mobile application of Crédit Agricole Bank
- UX Research / UI of the IT Hiring platform of United Remote company
- Full Branding of restaurants, bars and pool bar of the HILTON AL HOUARA
- UI of the official website of the hackathon Sustainable Cities with Société Général Bank and Hacklab Africa <https://sustainable-cities.hacklab.africa>
- UX / UI of AXA Assurance mobile application, with Media Mobility company
- Project manager of [www.fl.ma](http://www.fl.ma) with WEB CARRE AGENCY in Marrakech. Project abandoned in August 2016
- Art director, UI / UX, and product development management of the Meli-Melo game in PHP/Ajax for Santa-Fe campaign 2012 for Hyundai
- + More than 100 branding projects, UI / UX Design projects

## Public speaker & Trainer

- Workshop "Creativity and Emotional Intelligence » @EST Salé April 23, 2011  
<http://fr.slideshare.net/berberos/workshop-crativit-et-intelligence-motionnelle-par-mehdi-ayache-lest-de-sal-le-23-avril-2011>
- Conference : « Professions of computer graphics in Morocco by Mehdi Ayache » @ENSA Kenitra December 24, 2011  
<http://fr.slideshare.net/berberos/confrence-mtiers-de-linfographie-au-maroc-ensa-knitra>
- Trainer during the workshop « Mobile Photography » for the GIZ collaborators (German Corporation for International Cooperation) @GIZ Rabat 2018  
<https://fr.slideshare.net/berberos/formation-workshop-photographie-orient-mobile>
- Trainer "Fail to Succeed" @Enactus Agadir August 1, 2016 @ENACTUS Agadir August 1, 2016

## Languages

French

English

Arabic

Amazigh



<https://www.dribbble.com/mehdiayache>  
<https://ma.linkedin.com/in/mehdiayache>  
<https://twitter.com/mehdiayache>