

ILIAS CHAKRI

GRAPHIC & MOTION DESIGNER

INFO

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SOCIALS

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-  [behance.net/IlIASChakri](https://www.behance.net/IlIASChakri)
-  [instagram.com/iliaschakri](https://www.instagram.com/iliaschakri)

TOOLS

- After Effects
- Photoshop
- Illustrator
- Premiere Pro
- Figma
- Latest AI Tools

LANGUAGES

- French
- English
- Arabic

INTERESTS

- Drawing & Illustration
- Gaming & Esports
- Music
- Web3

ABOUT ME

Graphic & Motion Designer with 7+ years of experience delivering 360 campaigns, master Key Visuals, OOH/DOOH, and motion design for global and regional brands. Taking campaigns from concept to airtime, with recent work at VML (WPP).

WORK EXPERIENCE

VML (WPP GROUP)

March 2025 to Sept 2026

Graphic & Motion Designer / Casablanca, Morocco

- Design Key Visuals (KVs), OOH, social media, and motion assets for brands including Coca-Cola, Fanta, Renault, Dacia, Milka, Spotify, and OCP.
- Contributed to the FIFA World Cup Trophy Tour campaign (Coca-Cola), supporting DOOH countdown visuals and event scenography.
- Delivered fast-turnaround campaign assets using AI motion and Mocha tracking (Fanta).
- Created shopper marketing visuals, retail displays, and motion assets for Milka.
- Design pitch presentations and campaign visuals for new business proposals.

FREELANCE

July 2024 to Jan 2025

Graphic Designer / Remote

- Designed brand identities, visual systems, layouts, and marketing materials for digital and print.
- Created social media visuals, website banners, and advertising content, including for Web3 projects.

GARTHBID STUDIO

Sept 2022 to June 2024

Graphic Designer & Illustrator / Canada (Remote)

- Designed digital and motion assets, marketing visuals, and storyboards for animated campaigns.

FREELANCE

Jan 2022 to Sept 2022

Graphic Designer & Illustrator / Remote

- Created motion and static visuals for Web3 campaigns.
- Delivered illustrations and digital assets tailored for online and social media.

TEKINSIDE

July 2021 to Dec 2021

Graphic Designer & Illustrator / Rabat, Morocco

- Designed DOOH visuals, storyboards, and motion graphics for corporate communication.
- Produced creative assets for both print and digital platforms.

HARDLIGHT

Jan 2020 to June 2021

Graphic Designer & Illustrator / Rabat, Morocco

- Developed campaign visuals and social media graphics to enhance brand visibility.
- Delivered cohesive design solutions for both digital and print projects.

FREELANCE

March 2018 to Jan 2020

Graphic Designer & Illustrator / Remote

- Created logos, visual identities, and animated content for diverse clients.
- Produced creative visuals for web and print, strengthening brand storytelling.

PROFESSIONAL DEVELOPMENT

- School of Motion**
Design Kickstart, Design Bootcamp, Illustration for Motion, After Effects Kickstart
- Motion Design School**
Fundamentals of After Effects, Motion Practice