



BAYA'S PORTFOLIO

Graphic Design

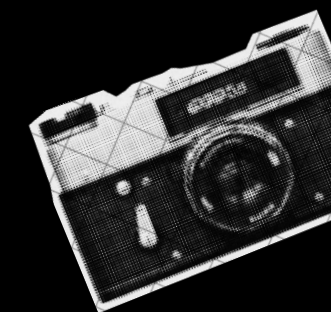
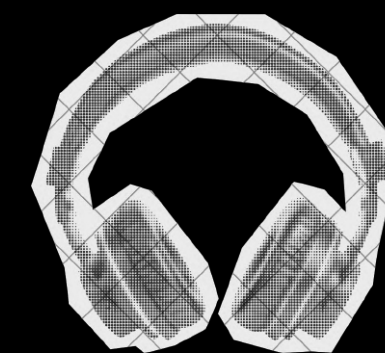


Who am i?

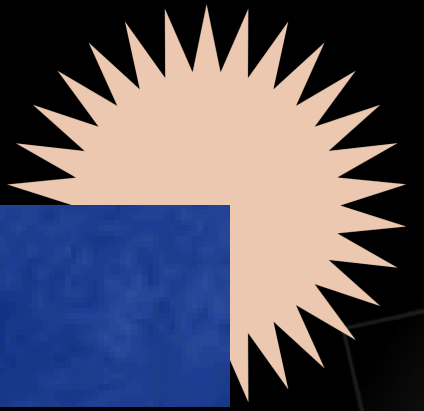
I'm Baya, a Business Computing Degree student and self-taught Graphic Designer.

I work independently, creating posters, logos, and social media visuals.

My journey started when I joined an associative club, where I designed flyers and graphics for humanitarian, environmental, and financial actions. Since then, I've developed a passion for turning ideas into creative designs that inspire and connect with people.



My Experience



2020-2022 / Interact Club Member

During my years at the Interact Club, a non-profit organization, I was part of the media committee, where I designed posters and visuals for different actions and events. This experience allowed me to combine creativity with purpose and support meaningful causes.

2023-Present / Working Individually

After this experience, I started working on my own, learning new skills such as Adobe Photoshop and Illustrator, while also mastering Canva. Recently, I began creating artistic posters with a unique and original style, which helped me develop both my creativity and technical skills.

2025 June-July / Graphic Design Internship

Gained hands-on experience in digital design, creating illustrations, branding, and social media content in a Coworking Space environment

2026 February - Present / Content Manager

Managing content for a well-known Tunisian hair accessory brand (TEJALIK) , creating engaging visuals and campaigns, and maintaining a consistent brand presence across social media platforms.

DESIGN SOFTWARES



Photoshop



Canva



Illustrator



Capcut

EXPERIENCE

2020- 2022

Media comitee in an associative club

Member

2022 - Present

Freelance Design

Graphic Designer

2025 September-October

EL Space Innovation Hub

Internship as a graphic designer

2026 January- March

TEJALIK Hair Accessories Brand

Content Manager

PERSONAL SKILLS

TYPOGRAPHY

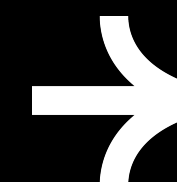
CREATIVITY

TEAM WORK

TIME MANAGEMENT

PERSONAL INFO

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My Creative Process

01

Inspiration

Pinterest, nature,
music, etc.

I start by brainstorming ideas and sketching rough concepts before moving to digital tools.

02

Brainstorm & Sketching

Moodboards

My creative process begins with inspiration, often drawn from art, music, and everyday life.

03

Refinement

Test, adjust, improve

For me, the process is about transforming simple ideas into visuals that stand out.

I experiment with colors, typography, and layouts, refining each detail until the design feels both original and impactful.

04

Final Touches

Unique and
authentic



My Recent Job as a Content Manager

TEJALIK Hair Accessories Brand

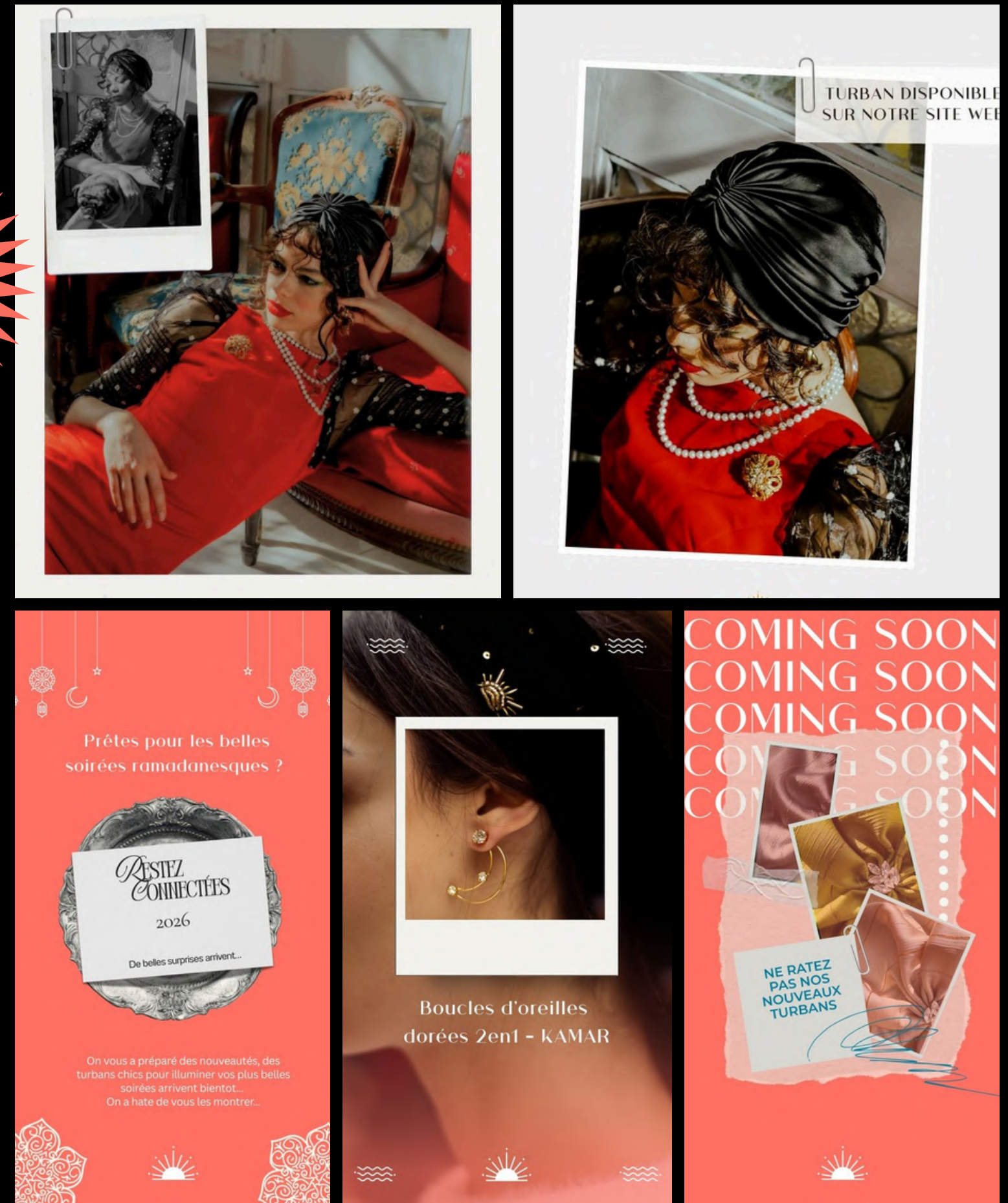
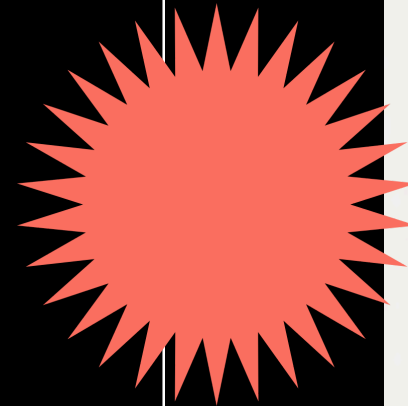
Brand Identity & Social Media Strategy

Description

This project focused on developing and strengthening the visual identity of a high-end hair accessories brand. The goal was to create a refined, elegant, and cohesive digital presence aligned with a premium positioning.

Project Contribution

I developed creative concepts, designed visual content, and contributed to the brand's social media strategy. I worked on aesthetic direction, content creation, and Instagram reels to enhance brand image and audience engagement.





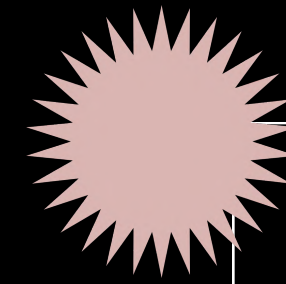
Project 1

CHACHIA Tennis Club Instagram Series

Description

Chachia Tennis Club is a fictional branding project I created to showcase my design vision. The concept is inspired by Tunisia, where the traditional ‘chachia’ cap represents culture and identity. I developed the logo, visual identity, and a set of posters to reflect a fresh and modern aesthetic while keeping a strong connection to Tunisian heritage. Through this project, I made a logo that combine sports energy with cultural symbolism in a vibrant and contemporary design.





Project 2

Flow Cosmetics

Brand Identity & Social Media Prototype

Description

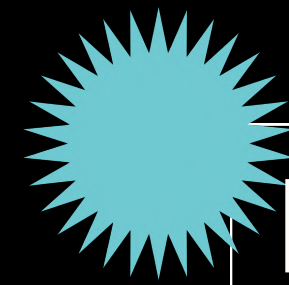
The goal was to present an authentic and aesthetic brand identity. I chose a fresh, elegant, and minimal color palette to ensure consistency across visuals.

This prototype Instagram feed shows how the brand can engage its audience with a professional yet warm look, combining creativity and strategy in visual communication.

Project Contribution

For this project, I created the logo using Canva, keeping it clean and modern to reflect the brand's natural and authentic values. Then, I designed three Instagram posts on Photoshop to showcase a cohesive feed prototype.





Project 3

Tounes/تونس - Streetwear Jersey

Brand Identity & Fashion/Product Design

Description

This project combines the energy of modern streetwear with Tunisian cultural identity. The concept transforms a classic jersey into a bold statement piece, where contemporary design meets local inspiration. By fusing fashion with heritage, the jersey becomes more than clothing—it's a cultural canvas that represents youth, style, and pride.

Project Contribution

I designed a Photoshop mockup featuring my own Tunisia-inspired artwork, seamlessly integrated into the fabric. The result is a unique streetwear jersey that blends creativity with cultural identity, appealing to a young and expressive audience.



Project 4

Jazz Bar "Jazzy"

Visual identity & communication

Description

This project is a creative prototype created as part of my portfolio. The goal was to design the visual identity of a jazz bar in Tunisia (a fictitious brand).

I began by creating a logo that reflected the warm and elegant ambiance of a space dedicated to jazz. I then translated this identity into various media.

Project Contribution

For this project, I designed the opening poster and the menu mockup with Photoshop. My aim was to maintain a consistent style, color palette, and typography across all materials, ensuring the brand presents a strong and cohesive image.

Project 5

DANUP Mojito Yogurt Drink

Brand Identity & Social Media Prototype

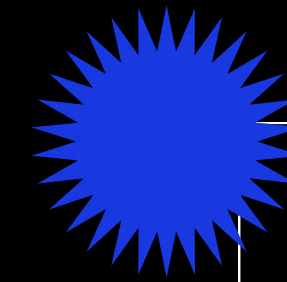
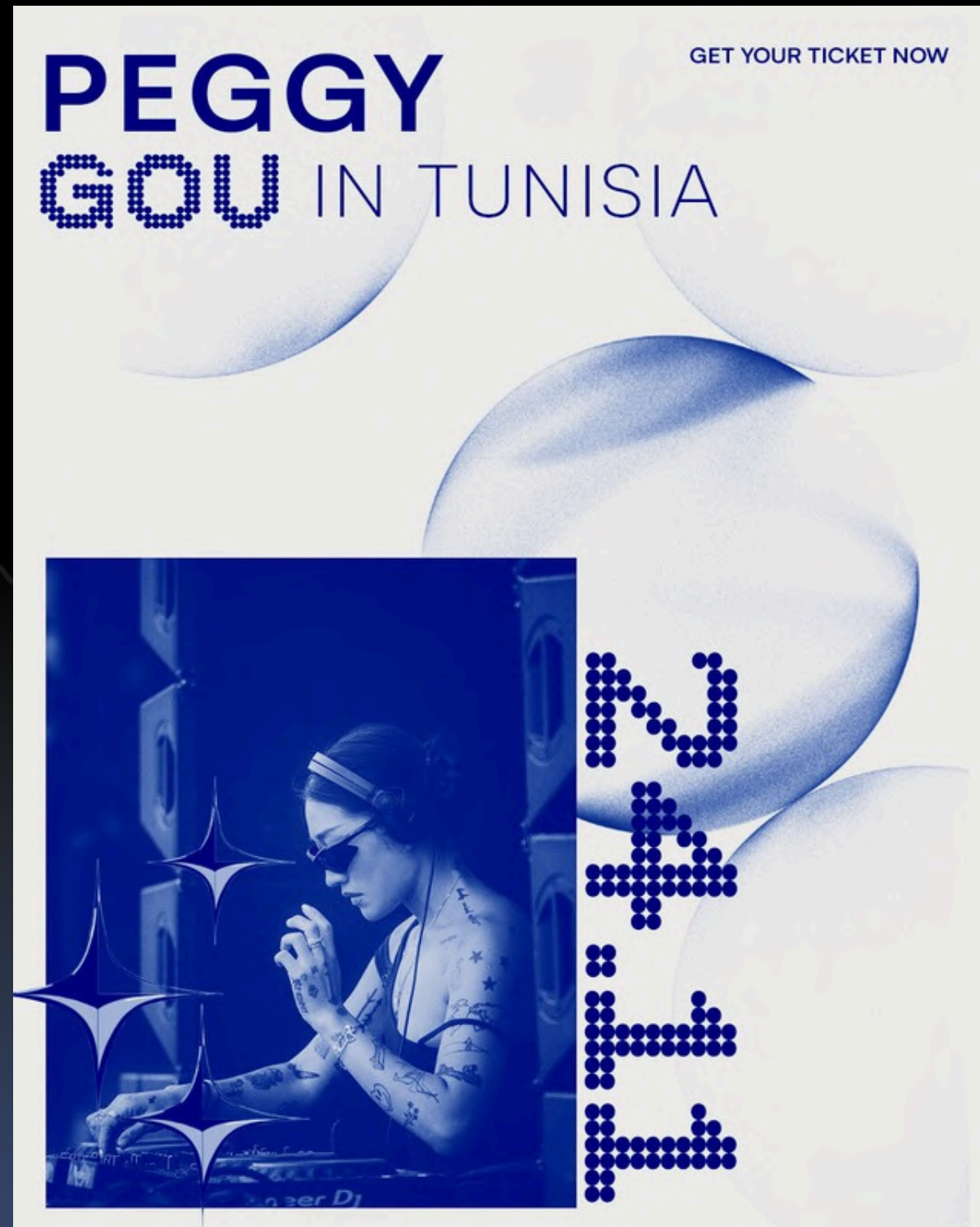
Description

This project explores the creative fusion of refreshing flavors and modern branding by reimagining a Tunisian yogurt drink with a Mojito twist. The concept blends local identity with global inspiration, giving a youthful, energetic, and summery look to a classic product.

Project Contribution

I used the original Tunisian DanUp yogurt drink and redesigned it with a Mojito-inspired flavor. The mockup combines lime and mint visuals to highlight freshness, originality, and energy, creating an appealing look for a youthful audience.





Project 6

Peggy Gou in Tunisia

Event Poster

Description

This project envisions an international DJ, Peggy Gou, performing in Tunisia. The poster blends the vibrant energy of electronic music with a local atmosphere, creating a visual identity that feels both global and culturally connected. The concept transforms a simple promotional poster into an artistic statement, where music and design meet to capture excitement and anticipation.

Project Contribution

I created the poster in Photoshop using a minimalistic style with dominant blue tones. The design focuses on clean typography and balanced layout, resulting in a sleek and modern event visual.



Project 7

Fairouz

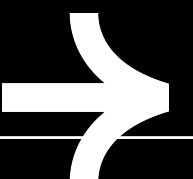
Instagram Series

Description

A creative Instagram mini-series celebrating Fairouz, blending cultural heritage with modern digital storytelling. The project includes three posts: her timeless legacy, her most underrated songs, and tracks with a similar nostalgic vibe.

Project Contribution

I developed the concept, wrote content in English and Arabic, and designed the visuals. The main challenge was creating an emotional yet minimal aesthetic that conveys cultural richness in just three posts.





Project 8

Brunch Event

Instagram Series

Description

During my graphic design internship, I worked on creating the visual identity for a themed brunch event. The goal was to design a modern and inviting poster that captured the warm atmosphere of the event while clearly presenting all key details.

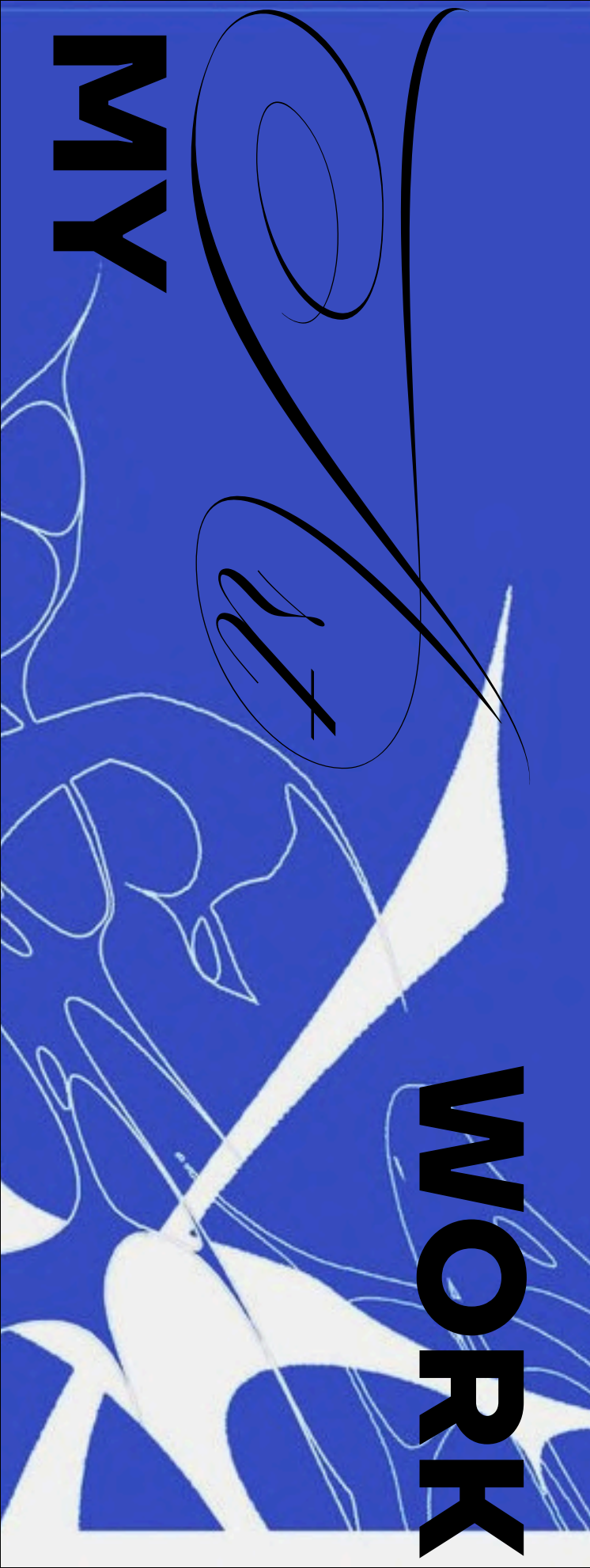
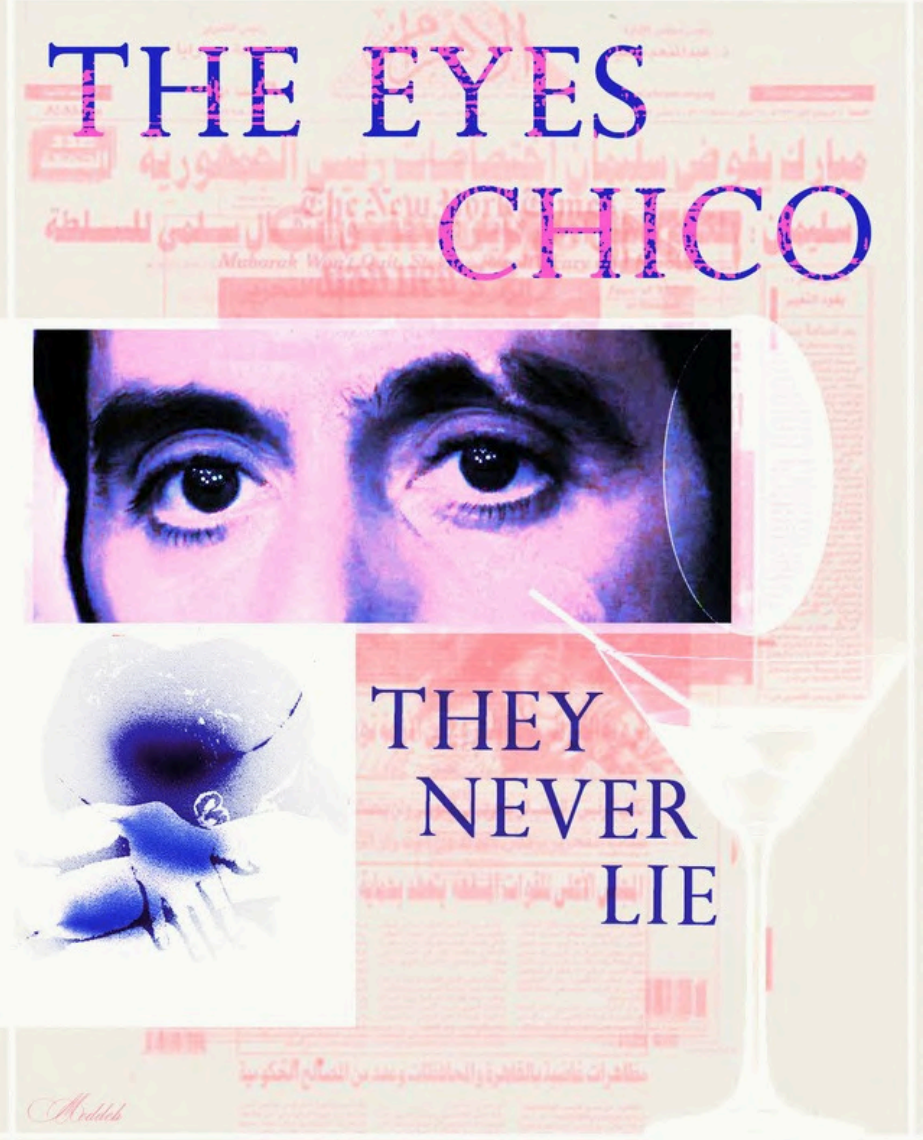
Project Contribution

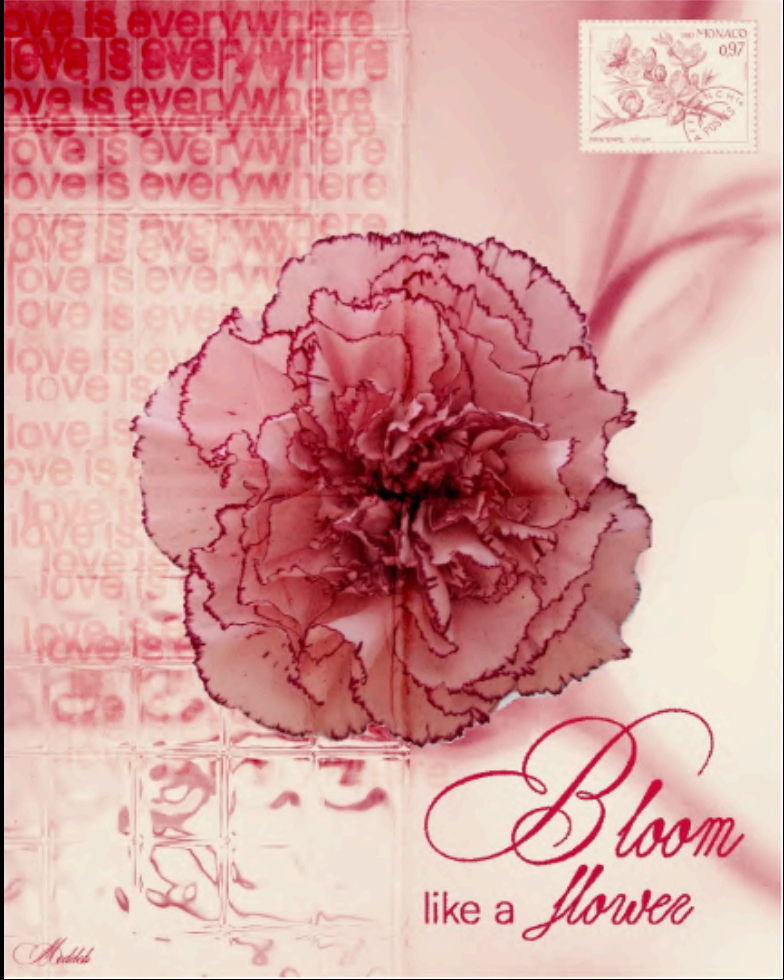
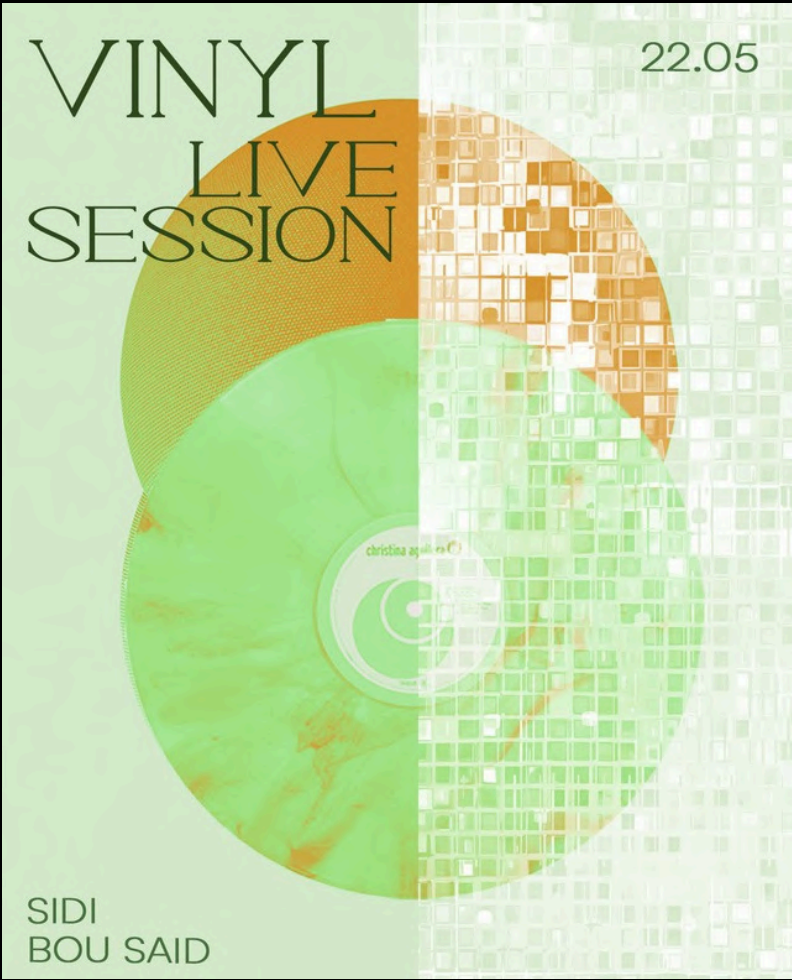
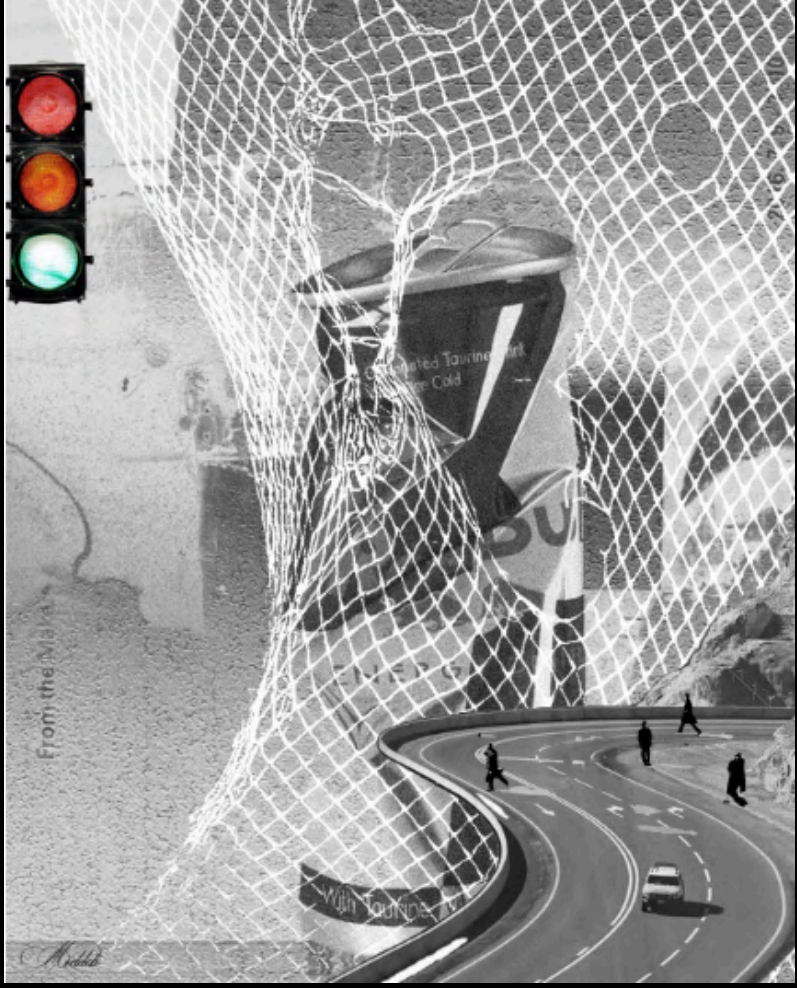
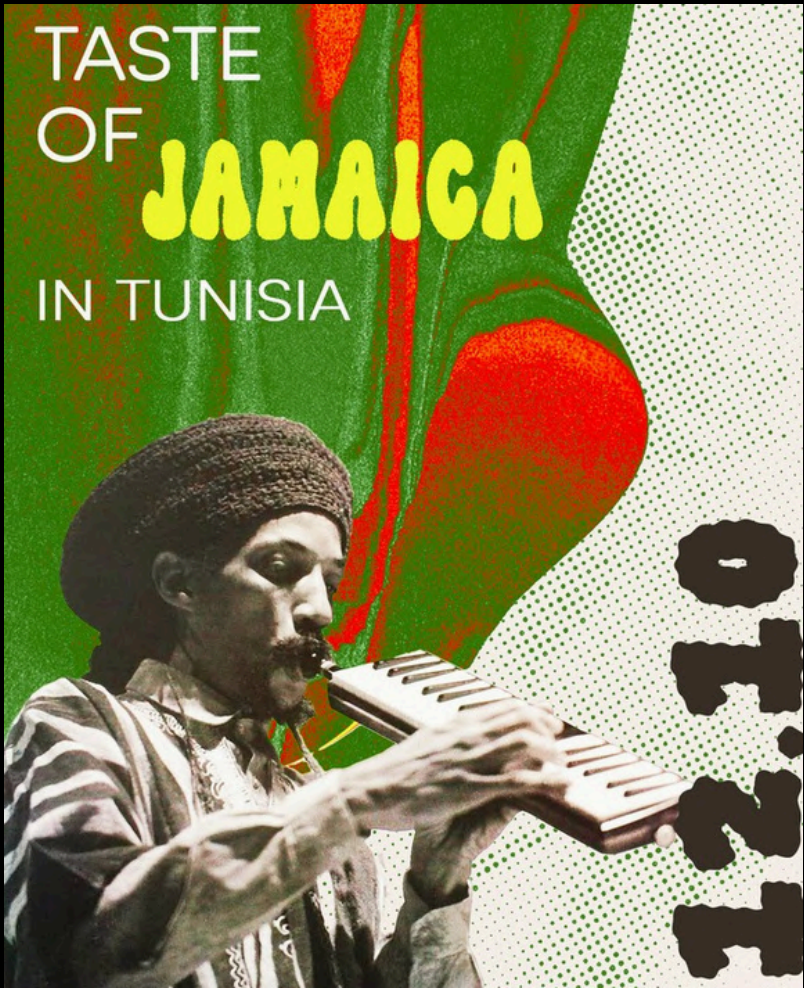
I was responsible for the full poster design, from concept development to final execution. I selected the color palette, built the layout, and refined the typography to ensure a cohesive, attractive, and theme-aligned visual.

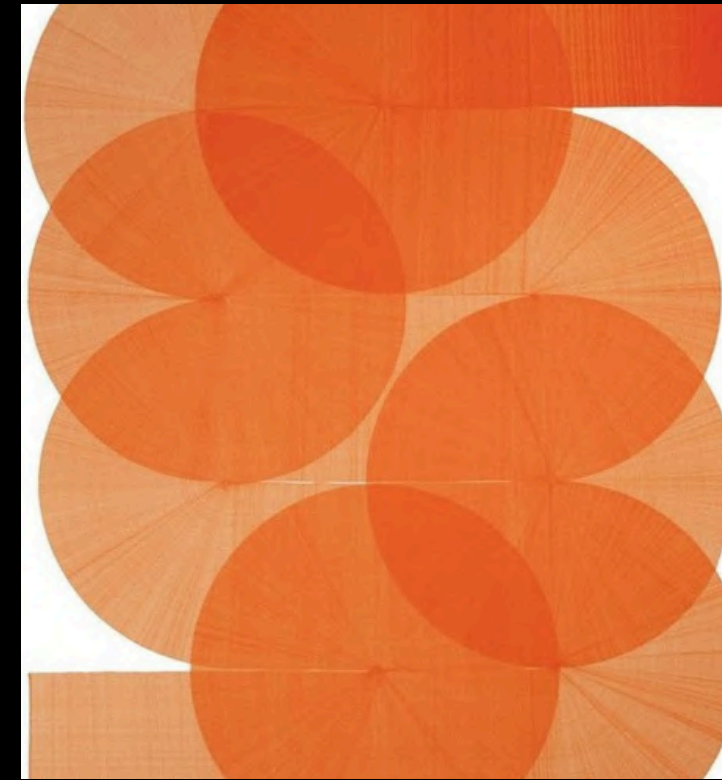
Some of my work at the Interact Club

During my time at the Interact Club, I actively contributed to several humanitarian, environmental, and cultural projects. I was often in charge of creating logos, visual materials to promote events, campaigns, and fundraisers, which helped me develop both my creativity and my ability to design with impact and purpose.







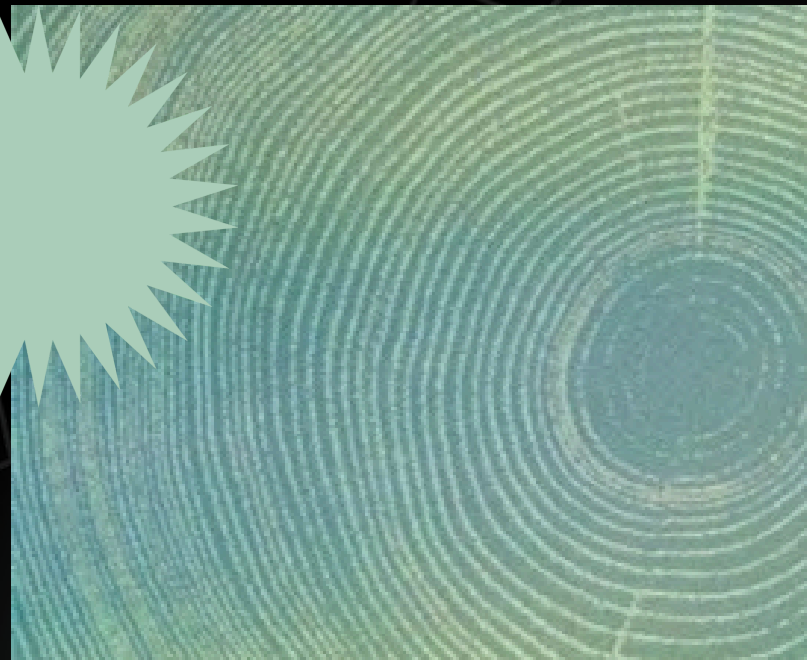
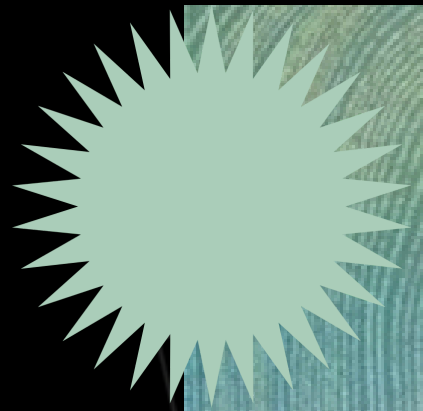


WHY WORK WITH ME

You should work with me because I bring creativity, adaptability, and a strong willingness to learn. Even though I am still a student, I am motivated, detail-oriented, and eager to apply my knowledge in real projects. I approach tasks with fresh ideas and dedication, and I am committed to delivering high-quality results while continuously improving my skills.



STRONG VISUALS STRONG BRANDS



In today's digital world, social media is often the first place where people discover a brand.

A strong and consistent design makes a brand look professional, trustworthy, and memorable. Good visuals catch attention quickly, communicate messages more effectively than words alone, and help a brand stand out from competitors. That's why having a graphic designer is essential — to create cohesive, creative, and impactful designs that reflect the brand's identity and connect with its audience.



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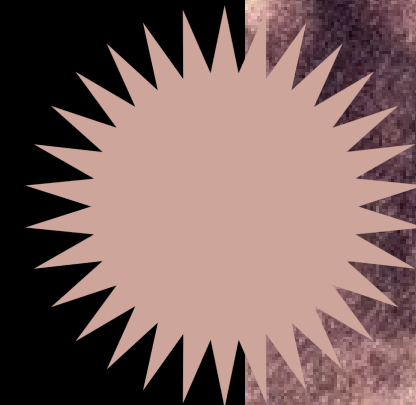
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Let's Work Together



THANK

All