

# SONDES CHAABANE/

UNIVERSITY PROFESSOR OF DESIGN

+971 55 204 7789

UAE

sonodou@gmail.com



## CERTIFICATION

UX Design  
GOMYCODE

UX/UI Design Tools  
Figma, Adobe XD

Advanced Photoshop & Illustrator



## KEY SKILLS

UX/UI Strategy & Wireframing



Cross – platform Digital Product  
Design



Higher Education & Curriculum  
Design



Academic Research & Publication



Visual communication & Graphic  
Production



Workshop Facilitation & Team  
Leadership



Design Thinking & User – Centered  
Design



Project Coordination in Design &  
Media

## LANGUAGES

Arabic: Native  
French: Native  
English: Medium



## PROFILE

A multidisciplinary professional with over 10 years of combined experience in academia, digital design, and research. Demonstrated expertise in UX/UI design, image design, academic research, and visual communication across North Africa and the Middle East. Published author and thought leader in design sociology and aesthetics, with a deep commitment to blending theory with practical, user-focused solutions.



## PROFESSIONAL EXPERIENCE

### University Professor

2009 – 2017

Institut Supérieur des Beaux-Arts de  
Nabeul (ISBAN), Tunisia

- Delivered undergraduate courses in image design, digital illustration, and graphic software (Photoshop, Illustrator, InDesign).
- Designed curricula promoting critical thinking, visual research, and concept development.
- Supervised final-year design projects and mentored students on academic and artistic growth.

### Head of Graphic Department

2015 - 2017

Kounouz Publishing, Morocco

- Managed graphic design for educational content, event visuals, and retail advertising campaigns.
- Spearheaded visual branding at major events such as the Casablanca International Book Fair.
- Led a team in developing school book layouts and print-ready materials.

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### Communication & Graphic Design Manager

2013 – 2015

Regional Office of Nabeul, Tunisia

- Directed design strategy and campaign visuals for legislative and presidential elections.
- Developed multimedia assets to promote civic engagement and voter outreach.



## ADDITIONAL SKILLS

**Design Tools:** Adobe Photoshop, Illustrator, InDesign, Adobe XD, Figma

**UX Tools:** Wireframing, Prototyping, User Journey Mapping

**Research & Writing:** Academic Writing, Conceptual Design, Visual Semiotics

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### Freelance Graphic Design 2019 – 2021

NMJ Distribution (Senegal  
Ivory Coast | Remote

- Delivered end-to-end branding and graphic design services for distribution and service companies.
- Created visual identities and communication campaigns tailored to diverse African markets.
- Oversaw production coordination and client engagement.

### University Professor 2020 – 2023

University of Arts et Métiers Siliana,  
Tunisia

- Delivered undergraduate and graduate-level courses in visual design, digital media, and applied aesthetics.
- Designed multidisciplinary curricula linking theory and practical studio work with emphasis on research methodology and user-centered design principles.
- Supervised graduation projects and mentored students in visual identity development, UX/UI practices, and academic writing.
- Led workshops focused on sociological design research and digital creativity trends.
- Collaborated with faculty on curriculum modernization initiatives and international academic networking.

### Workshops & Research Conferences

- Facilitator, **Scientific Research Week**, ISBAN (2015)
- Speaker, **University, Civil Society, and Companies**, Faculty of Humanities, Tunis (2015)
- Speaker, **Design as Art**, Nabeul (2017), Sousse (2018), Nabeul (2018)

### Research & Publications

- “The Interference of the Arts: A Sociological Reading of the Design Industry in Tunisia”
- “The Average Art of Endurance in Tunisian Advertising Design” – in *The Powers of Art*
- “Contemporary Myths and New Identities in Advertising Design” – in *Art and Life*