



Ayoub Aguechar

GRAPHIC DESIGNER — WEB & SHOPIFY DESIGNER

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Based in Spain · From Agadir, Morocco

PROFILE

Designer building brands, websites and Shopify stores as one visual experience.

Nine years in — designing since age sixteen — across identity, packaging, social systems, custom web design and premium e-commerce for clients in Morocco, the Gulf, Europe and the USA.

9+

YEARS DESIGNING

15+

BRAND IDENTITIES

65+

STORES & SITES SHIPPED

5

WORKING LANGUAGES

SERVICES — THREE CRAFTS, ONE VISUAL EXPERIENCE

01 Graphic Design

The face of your brand.

- Logos & visual identities
- Brand guidelines & typography
- Packaging & print
- Social content systems

02 Websites

The home of your brand.

- Landing pages & portfolios
- Custom UI & animations
- Multilingual AR-FR-EN-TR-ES
- Fast, responsive, live

03 Shopify Stores

The engine of your brand.

- Complete premium builds
- Conversion-focused pages
- Custom Liquid sections
- COD & WhatsApp flows

APPROACH

Creative-director mindset: fonts, colors, composition, motion and packaging are one system — every detail has to feel right together.



01 Graphic Design

YOUF Jewelry

Full identity & packaging for a jewelry brand



TOUF

Identity for a modest fashion brand



YOUF BIO

Organic products sub-brand identity



IDOUKAN

Rebranding toward an international identity



Moroccan Burger

Food branding & packaging



Club Crest Series

Concept crest rebrands — personal studies



02 Websites

Océánica Club

Cocktail club & events · live site

Mowl Pounj

Mattress e-commerce · Morocco

Cucina Napoli

Neapolitan pizzeria site · FR



03 Shopify Stores

6 FEATURED — OF 65+ SHIPPED

Taif Al Emarat

Emirati luxury perfumes · Morocco



Zaafaria

Natural products · Oman · AR



Bada's

Natural & beauty · Morocco · AR



Roots Editions

Home & decor · made in Morocco



Bronzia

Solid brass homeware · USA



Pawhaus

Pet essentials · Germany · DE



EXPERIENCE

Independent Graphic & Web Designer

2017 — PRESENT

- Shipped 65+ Shopify stores and websites for clients across Morocco, the Gulf, Europe and the USA.
- Delivered 15+ complete brand identities — logo systems, packaging, guidelines and social content.
- Multilingual delivery in Arabic, French, English, Turkish and Spanish, including full RTL builds.

LANGUAGES

Arabic

French

English

Turkish

Spanish

TOOLS

Photoshop

Illustrator

Figma

Shopify · Liquid

HTML/CSS/JS

AI Workflows