

Karim Lahbach

Creative Director & Designer

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PROFESSIONAL SUMMARY

Creative Director with 8+ years of end-to-end creative ownership across brand identity, ecommerce, motion graphics, UI/UX, and full-stack product development. Built Superior Procure from zero into Calgary's leading commercial cleaning equipment brand — delivering logo, Shopify store, 5 video commercials, vehicle wraps, outdoor signage, and 2 sub-brands that contributed to 7-figure annual revenue. Founded and shipped 3 live SaaS products and 13+ published games. Fluent in English, French, and Arabic. Canadian PR (October 2025).

WORK EXPERIENCE

Creative Director

September 2023 – Present

Superior Procure (via DBN Marketing) · Calgary, AB

- Owned the **complete brand build** of Superior Procure from zero — logo, brand guidelines, Shopify ecommerce store, vehicle wraps, outdoor signage, and Google Ads campaigns — contributing to **7-figure annual revenue** within 6 months of launch.
- Designed and produced **5 video commercials** end-to-end (concept, storyboard, animation, delivery) using After Effects — deployed across social media to drive direct ecommerce traffic.
- Launched **2 sub-brands** (Fresh Air One — air purifiers; MaxCare — residential division) each with complete visual identities, product mockups, and dedicated commercial spots.
- Redesigned the Superior Vacuums Shopify store — improving UX, mobile responsiveness, and product page conversion through custom UI built in Wix Studio and Shopify.
- Led creative direction across vendors, photographers, and wrap shops — briefing, reviewing, and maintaining brand consistency across every physical and digital touchpoint.

Founder & Creative Director

2022 – Present

Independent — SaaS Products · Calgary, AB

- Built and launched **WixSync** (wixsync.com) — a Django/Python SaaS that migrates Shopify and WooCommerce product catalogs to Wix with 99.9% accuracy. Designed, developed, and deployed solo. Pricing from \$0–\$159 per conversion pack.
- Built and published **Advance Cross-Sell** on the official **Wix App Market** — a smart cross-sell recommendation app for Wix stores, passing Wix's vetting process and made available to millions of store owners worldwide.
- Designed and developed **Anas Canada** (anascanada.ca) — a full AI-powered immigration platform in English, French, and Arabic with 3 free eligibility tools including an AI assessor, Express Entry checker, and CLB/NCLC score converter.

Art Director & Graphic Designer

January 2018 – September 2023

Ibn Battuta Mall · Tangier, Morocco

- Directed all in-mall visual communications — seasonal campaigns, tenant brand coordination, event graphics, digital signage, and promotional materials across one of Morocco's largest retail destinations.
- Designed and launched a multimedia advertising campaign integrating video, animation, and interactive digital elements — achieving a **40% increase in event attendance**.
- Developed cohesive brand identity systems for multiple retail clients, ensuring consistency across all communication channels and leading to a **30% improvement in brand recognition**.
- Collaborated with marketing and management teams to concept and produce campaign materials across print, digital, social, and OOH — managing all Adobe Creative Suite production.

Creative Lead — Pfizer Collaboration Event

April 2017

Fortis Networking / Pfizer · Marrakesh, Morocco

- Selected to lead all creative production for a high-profile **Pfizer** team-building event in Marrakesh — one of the largest pharmaceutical brands in the world.

- Delivered all visual assets: event branding, printed programs, stage materials, video content, and promotional collateral — coordinating a multinational creative team to meet an uncompromising deadline.

Graphic Designer

April 2014 – October 2017

Fortis Networking · Rabat, Morocco

- Executed rebranding initiatives, digital advertising campaigns, and sales presentation design across multiple clients — contributing to a **15% increase in client conversion rates** through visually impactful pitch materials.
- Designed digital ad campaigns across social and display — delivering a **20% increase in website traffic** through targeted visual creative.

EDUCATION

BS in Art & Graphic Design, Marketing — GPA 3.9 / Honors

Graduation: June 2016

Offshoring Professions University · Tetouan, Morocco

SKILLS & TECHNOLOGIES

Creative	Brand Identity · Creative Strategy · Creative Direction · Campaign Direction · Art Direction · Motion Graphics · Video Production · UI/UX Design
Design Tools	Adobe After Effects · Photoshop · Illustrator · InDesign · Figma · Wix Studio
Development	Django · Python · JavaScript · C# · C++ · Unreal Engine Blueprint · Unity · Shopify
Marketing	Google Ads · Facebook Ads · Ecommerce Strategy · Conversion Optimisation
Languages	English (Fluent) · French (Fluent) · Arabic (Native)

NOTABLE PROJECTS & ACHIEVEMENTS

- **Superior Procure** — Built complete brand, Shopify store, 5 commercials, 3 vehicle wraps, outdoor signage, and 2 sub-brands. Helped scale to 7-figure annual revenue. Solo. 6 months.
- **Anas Canada** — Full-stack AI immigration platform. 3 languages. 3 free tools. Live at anascanada.ca.
- **WixSync** — Published SaaS tool for Shopify/WooCommerce → Wix migration. Live at wixsync.com.
- **Advance Cross-Sell** — Published on Wix App Market. Available to millions of Wix store owners.
- **Pfizer Event Marrakesh** — Creative lead for Pfizer multinational team-building event. behance.net/gallery/65088293
- **13+ Games Published** — Shipped across Google Play, Apple App Store, and Steam. Built solo in Unity and Unreal Engine.