

Mouhamed Nourdine Guitouni

Mobile Application Developer & Digital Marketer

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Education

Professional Master's in Services Digitalization (2023-2024)
ESSECT - Higher School of Economic and Commercial Sciences of Tunis

Professional Master's in Digital Marketing (2021-2023)
ESSECT - Higher School of Economic and Commercial Sciences of Tunis

Applied Bachelor's Degree in IT Management (2018-2021)
ESSECT - Higher School of Economic and Commercial Sciences of Tunis

Mathematics Baccalaureate (2018)

Experience

Organizing Committee - IBI 2026 (2026)
- Managed the website of IEEE International Conference on Intelligence in Business & Industry
- Designed digital assets, including posters and social media content

Part-time Professor - ESSECT (2025- Present)
- Teaching Web Services for the Master's in Services Digitalization
- Supervising student graduation projects

Freelance Developer (2023- 2024)
- Native Android app development
- Website creation using WordPress

Webmaster & Digital Marketer – L&S (2022)
- Created an e-commerce website
- Managed social media accounts

Mobile Developer – Naro Project (2022)
Developed an augmented reality application for the Boukornine Ecomuseum, as part of the Naro project organized by the Tunisia Plus association and the French Institute of Tunisia (IFT).

Mobile Developer – Internship at the Central Pharmacy of Tunisia (PCT) (2021)
Developed a mobile app for warehouse staff to assist with stock management and inventory at the Central Pharmacy of Tunisia.

Projects

NAYAR
Type: Augmented Reality (AR) mobile App.
Description: AR app that transforms photos into interactive experiences. By scanning a photo, users can reveal hidden digital content such as videos, music, images, and 3D elements, turning static memories into immersive moments.

EduMemes
Type: Web and mobile application.
Description: An educational app that explains lessons through memes and edited videos, making learning more fun and engaging.

ESSECT Chez Vous
Type: Website and mobile application.
Description: A platform dedicated to ESSECT students, allowing access to course materials with smooth and intuitive multi-document navigation.

Bilan Tunisian
Type: Mobile application.
Description: An app focused on learning the Tunisian balance sheet, offering corrected multiple-choice questions (MCQs) to facilitate understanding and memorization of accounting information.

Technical Skills

- **Mobile:** Swift, SwiftUI, Java, Kotlin, Android Studio, Xcode, Unity (C#), ARCore
- **Web:** WordPress, HTML/CSS, JavaScript
- **Design:** Photoshop, Figma, Adobe XD, Canva
- **Digital Marketing:** Social media, Capcut, SEO

Languages

English
Arabic (Native)
French

Website

www.guitouni.net