Youcef Ben Becher

Work-study placement · Sustainable innovation by design

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Accepted at ENSCI-Les Ateliers · SIBD, Rennes
2026 - 2028 · Upcoming programme
RNCP41102 · Expert en stratégie d'innovation durable par le design (MS)
Work-study placement · December 2026 - January 2028

Profile

At REBIAA, I connect products, spaces, experiences and organisation. As an entrepreneur and Creative Director, I want to deepen my practice in hospitality, food innovation, premium F&B, a design studio or a venture studio. My ambition is to progress towards venture design and venture building.

Placement objectives

- Diagnosis: analyse uses, ecological and social challenges, and resources.
- Strategy: define priorities and contribute to a shared roadmap.
- Design: develop concepts, prototype and test solutions with diverse users.
- Implementation: engage stakeholders and evaluate impacts.

Placement scope and deliverables to be approved by the programme team.

Responsibilities & achievements

REBIAA

Managing Director & Creative Director · Tunis, Tunisia

2020 - present

- Brand: positioning; visual, graphic and narrative identity design and rollout across menus, signage, website and social media.
- Products with craftspeople: solid wood gift boxes and olive oil derivatives (candles, cosmetics, ice cream, desserts, cocktails).
- Exploration: leather bag prototype; form, materials and fabrication constraints.
- Service: a 3 L Bag-in-Box and refillable bottle for restaurants.
- Organisation: contribution to the mill's design with Hassene Jeljeli; decisions on integrating pressing and bottling equipment.
- Viability: a pre-sold order with a 50% deposit; Lab'ess incubation.

Selected experience

Green Horizon (formerly Be The Change)

Content Lead / Assistant Director · Montreal, Canada

2019 - 2020

- Offer segmentation.
- Art direction and audiovisual content production.
- Website design.
- Prospecting, client acquisition and account management.

Freelance

2017 - 2019

Communications & brand strategy consultant · Tunis, Tunisia

- Positioning and communications for BIAT Labs, Cogite and Tunisian startups.

Education

ECS · Toulouse / Paris

2015 - 2017

Communications studies.

Languages

French, English, Tunisian Arabic: fluent.
Modern Standard Arabic, Spanish, Japanese: basic knowledge.