

Mehdi Imara

DIGITAL PRODUCT & WEB · CIVIL ENGINEERING · DATA & GIS

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noli.website

PROFILE

Technical and creative profile combining web design and development, client and project management, data analysis and Civil Engineering training. Founder of noli Digital Studio, designing, coding and delivering multilingual websites, menus and brand identity for hospitality businesses in Spain, France and Morocco. Turns complex information –plans, data, client requirements– into clear, verified, ready-to-use deliverables.

EXPERIENCE

Founder & Digital Product Lead · noli Digital Studio (self-employed)

Valencia · Mar 2026 – present

Digital studio for independent hospitality · clients in Valencia, Marrakech and Toulouse

- Designs, codes and delivers custom websites: from diagnosis and proposal to scope, content, iterations, QA and launch.
- Builds with React, TypeScript, Vite and Tailwind CSS (noli.website) and with HTML/CSS/JavaScript for static client sites; sites in ES, EN, FR, IT and AR (including RTL).
- Applies systematic quality control: responsive design, accessibility (axe, Lighthouse), Playwright testing, i18n, metadata and local SEO.
- Designs printed menus, brand studies, flyers and social-media content packs with a publishing calendar and a Meta Business guide.
- Owns the full client relationship: proposals, pricing, change control, handover documentation and consent for public use of the work.
- Runs the studio on in-house systems: Excel CRM with de-duplication and a do-not-contact list, decision log, weekly planning and AI-assisted workflows.

SELECTED PROJECTS

Ancestral Spritzeria · spritz bar, Valencia

May – Sep 2026

- Editorial website live at **ancestralbar.es** (ES/EN/FR/IT), with menu, events, Spritz Lab and direct WhatsApp contact.
- Brand study, 30-day social-media pack and 19+ menu designs, including the printed menu in use since September 2026.

“I had no website. He built me a first one, clear and efficient, and then a second, more creative and dynamic. Thanks to that creativity I found a new line of business.” – Iván Hernanz, owner

The Smash Craft · burger restaurant, Guéliz (Marrakech)

2026

- Website live at **thesmashcraft.ma**: black, white and stainless-steel art direction, interactive 3D hero, scroll-triggered animation and WhatsApp ordering.
- Designed and tested a restaurant system (ordering, till, kitchen, stock, staff and owner dashboard), awaiting launch.

Pastry shop · Russafa, Valencia

Jul 2026

- Multi-page website in 4 languages with an interactive cake configurator, categorised menu and legal pages; prior audit and flyers.

Loyalty club · restaurant, Toulouse (confidential client)

Jul – Sep 2026

- WordPress plugin with a points ledger, roles, device pairing and concurrency tests; mockup and platform guides in French.

EDUCATION

Bachelor's in Civil Engineering (Grado en Ingeniería Civil) · Universitat Politècnica de València (UPV)	2025 – 2026
School of Civil Engineering (ETSICCP) · 240 ECTS · 2025–26 academic year completed; return planned	
• Construction Materials, Graphic Modelling, Geology, Territory & Mobility, Physics II and Electrical Technology.	
Baccalaureate · Moroccan education system, officially recognised as equivalent to the Spanish Bachiller	recognition 2021

ACADEMIC & TECHNICAL PROJECTS

Territorial analysis of Montanejos · individual project, 26-page report	UPV · 2026
• Assessed 3,781 ha: relief, land capability, aquifers, protected areas, environmental risks, demographics and planning.	
• Produced 11 thematic QGIS maps from official datasets (incl. PATRICOVA) and quantified exposure to flooding, erosion and landslides.	
• Turned the findings into SWOT/CAME strategies for sustainable tourism, risk prevention, mobility and rural development.	
Urban form study, Valencia · team project, 8-page report	UPV · 2026
• Compared the Eixample grid, open-block development and the historic centre using fieldwork, geotagged photography, orthophotos and QGIS mapping.	
Concrete mix design & grading curve · Construction Materials	UPV · 2026
• Adjusted aggregate-cement mixes using Bolomey parameters and fineness moduli, following the Spanish EHE code.	

SKILLS

Web & product	React, TypeScript, Vite, Tailwind CSS, HTML5, CSS3, JavaScript, GSAP, WordPress (PHP), i18n & RTL, responsive, accessibility, technical SEO, Vercel
Data	Advanced Excel (pivot tables, dashboards, data cleaning, Copilot, VBA & macros), Python to automate GIS and document workflows
Engineering & GIS	QGIS, thematic mapping, territorial and risk analysis, urban morphology, materials, technical reporting
Management	Scoping, traditional and Agile/Scrum planning, proposals and pricing, change control, QA, documentation, client relations
Design	Brand identity and studies, printed menus, landing pages, social content, Canva, Meta Business Suite
Applied AI	Claude and ChatGPT for research, writing, development and operations; prompt and workflow design

CERTIFICATIONS

Google Project Management · Professional Certificate · Google / Coursera (7 courses)	Jul 2025
Microsoft Excel · Professional Certificate · Microsoft / Coursera (4 courses)	Aug 2025
Occupational Risk Prevention (PRL), basic level · Formación Magna · 30 h (Spanish RD 39/1997)	Aug 2025
Working Abroad · UPV · 20 h / 2 ECTS	Oct 2025
Assertiveness in the Professional Environment · UPV · 15 h / 1.5 ECTS	Dec 2025
Emotional Intelligence for Employability · UPV · 15 h / 1.5 ECTS	Dec 2025
Measurements in Smart Energy Systems · UPV · seminar	Nov 2025
The Science of Well-Being · Yale University / Coursera	Jul 2025
Electronic Music Production · Yamaha Music School Valencia · 24 h	Apr 2023

LANGUAGES

Arabic	French	Spanish	English	Italian
Native	C1	C1	B2	B2

Portfolio: [ancestralbar.es](#) · [thesmashcraft.ma](#) · [noli.website](#) — further case studies available on request. Verifiable certificates in the attached dossier.