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***50% Human, 50% Machine - 100% DESIGNER***

*Working as a designer for the past 10 years has taught me that no matter what you work on, each project is different and unique in its own way. The clients, the audience and the design combine to create a relationship between the user and the brand. As a designer, I enjoy influencing that relationship with my strong design skills, aesthetic clarity and understanding of marketing principles.*

*Designing for a multinational company helped me see the impact good design has on global communication. I learned to balance my creative vision with the limitations of designing for multiple languages, for which there is no one size fits all solution.*

*From directing photo shoots to designing adverts, my role within the company encompassed many areas including corporate branding, brouchure production, print design and other design projects as required. I have designed for several other companies, including the Technip - Abu Dhabi and Dubai Police, as freelanced for smaller companies. Each experience has helped me grow as a designer and as a person.*



*In addition to graphic design, I have always held the unofficial title of (Tech Geek). I am the one in my office who gets the printers to work properly and knows how to get rid of the pesky donut in InDesigne. From mastering the official Mac to being tech support, I am the (go-to) man for anything technical. I enjoy learning new programs and methods, so when I am not working you will normally find me scouring the Internet for new design tools and tutorials. I enjoy learning from my peers and I keep up to date with the latest methods.*

*Aside from the usual Adobe standards like InDesign, Illustrator and Photoshop, I use Freehand, corel, and serveral web tools like Dreamwaver and more. And if there are programs i do not know much about, it won't be for long.*



*So that is me- the perfect combination of man and machine, 100% designer.*

***About Me***

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| --- | --- |
| ***Al Watan Newspaper/ Senior Designer (U.A.E)*** | ***10/ 13 - 11/ 15*** |
| ***Promo one Advertising/ Senior Designer & Prouduction (U.A.E)*** | ***02/ 13 - 09/ 13*** |
| ***Media Digital Advertising/ Senior Designer & Prouduction (Egypt)*** | ***11/ 08 - 12/ 12*** |
| ***Quality Maker Advertising/ Graphic Designer(U.A.E)*** | ***01/ 08 - 10/ 08*** |
| ***Fingerprint Advertising/ Graphic Designer(Egypt)*** | ***04/ 07 - 11/ 07*** |
| ***Zamzam Press/ Graphic Designer(Egypt)*** | ***02/ 06 - 03/ 07*** |

* *Design trading advertising and promotion in al watan newspaper.*
* *Operated high-speed color copiers and wide bed printers to reproduce single and multicolor copies of graphics.*
* *Prepared proposal volumes for customer delivery.*
* *Coordinated with the content production and delivery managers to launch carrier-approved content worldwide.*
* *Worked with engineers to deliver polished final products.*
* *Contributed ideas during strategic and conceptual brainstorming sessions.*
* *Supported production of various proposal volumes under tight time constraints.*

*• Developed templates for e-newsletters, presentations and reports.*



* *Created concept mock-ups for web and mobile applications.*
* *Created all communications collateral, including web pages, brochures and fliers.*
* *Developed, designed and produced corporate newsletters and other promotional direct mail items as directed by marketing.*
* *Determined styles, size and arrangement of illustrations and graphics.*
* *Consistently adhered to all internal delivery schedules.*
* *Prepared layouts and drawings in compliance with established templates and design standards.*
* *Adhered to all corporate brand guidelines when preparing graphic materials.*
* *Recommended techniques, methods and media best suited to produce desired visual effects.*
* *Designed and printed online interactive sales and marketing collateral.*



*• Designed unique print materials, including advertisements, brochures and logo designs.*

*• Collaborated with a team of designers to offer improvements and direction on Others’ projects.*



*• Adhered to all corporate brand guidelines when preparing graphic materials.*

***Career***