



Profile

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Education

Advanced Print & Graphic
Communications Certificate
UCLA (Extension)

Bachelor Degree in
Graphic Design
**The Higher Institute
Of Fine Arts - Cairo, Egypt**

Skills

Sketching, Typography,
Ideation, Color Theory,
Spacing & Scale, Visual
Presentation Development,
Packaging, Photography,
Layout, and Production

About

- Graphic Designer with over 14 years of experience in design, packaging and branding.
- Contributes and implement overall creation of package designs that translate brand message for a variety of companies ranging in food and common household products, and in the beauty, banking, and auto industry.
- Accomplish and continuously meeting productivity and quality goals as well as turnaround target times.
- Confident in collaborating with numerous production teams.
- Strong print project management skills and the ability to multitask between projects.

Experience

Graphic Designer | Zevia, Pbc | Encino, CA

2016-Present

- Responsible for helping to shape the global creative vision maintain and grow mother brand while developing and launching additional lines and products.
- Coordinate with Creative Director and VP of marketing to create marketing initiatives to activate sales growth and consumer brand awareness through strategic campaigns and marketing POP/POS.
- Identified brands to help align with growth and development of mother brand.
- Lead in creation of branding to ensure delivery of market-moving, break through creative across all customer facing touch points, packaging, marketing collateral, digital, social media, trade shows, sales materials, amongst others.
- Ensure that the brand and visual identity (all sub brands) is consistently applied to all collateral and marketing materials across the company.
- Drive creative consistency into global markets.
- Attending all press checks, pilot runs and production runs to ensure quality and colors are top notch.
- Supervise and delegate projects to other in-house graphic designers and part time.
- Ensure consistent application of the brand, internally and externally with third parties (agencies, retailers, etc).

Senior Graphic Designer | Spa De Soleil | Burbank, CA

2012-2016

- Serve as head graphic designer for skincare product company
- Collaborate and strategize with CEO and associate graphic designers in developing the creative design and labels.
- Create and produce company web design, company logos, magazine ads, flyers and brochures for show and expos, and product packaging, brochures, and manuals.
- Supervise and delegate projects to other graphic designers national and international.

Graphic Designer | Animation Advertising | Cairo, Egypt

2007-2012

- Collaborated within the creative team of 12 other graphic designers, and supervised under Art Director and Creative Director.
- Compiled and presented product presentation for vendors and internal departments.
- Conceptualized, prepared and created mock up products, and executed products for clients in the banking industry, auto industry, food and household product companies.

Graphic Designer | Freelance | Remote

Ongoing

- Work for a variety of local and international clients composed of restaurants, law firms, food and beverage, beauty products.
- Create client logos, letterheads, business cards, posters, flyers, website banners and company email templates.
- Provide quality products and consistently meet client deadlines.