

AHMED GODA ELKILANY

Senior Graphic Designer | Branding & Advertising Specialist
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Summary

A strategic and visually-driven graphic designer with over 4 years of experience in branding, advertising, and digital campaigns. I specialize in transforming business objectives into creative solutions that resonate with audiences and achieve tangible results. With strong business insight and AI-enhanced workflows, I deliver impactful designs across real estate, e-commerce, healthcare, and tech sectors – blending speed, clarity, and strategy into every project.

Experience

- Hue Digital Marketing

Senior Graphic Designer

Digital marketing company based in Saudi Arabia

- Collaborated with clients across real estate, health, and digital sectors in Saudi Arabia to deliver targeted and impactful visual content
 - Produced complete campaigns, social visuals, and branded deliverables, leveraging AI-enhanced workflows for speed and clarity

Remote - Saudi Arabia
- Freelance

Graphic Designer

Freelance graphic design services for various clients

- Led branding, social media, and print design for various clients across different industries.
 - Built tailored design systems focused on speed, clarity, strategy, and market relevance.

Remote - Egypt & GCC
- Trendway

Graphic Designer

A marketing agency located in Egypt

- Created digital and print marketing materials for Egyptian brands

Banha, Egypt
- Onclick

Graphic Designer

Local business marketing agency in Egypt

- Designed brand visuals, social campaigns, and offline materials for local businesses

Zagazig, Egypt

Education

- Higher Institute of Obour – Computer Science (Undergraduate)

Academic background in computer science.

- Self-taught in graphic design through online courses, client work, and continuous learning.
 - Currently enrolled in the MPA Diploma (Marketing, Sales & Business Strategy) with Dr. Ehab Mesallam.

Egypt

Key Achievements

- Delivered over 15 brand identities and digital campaigns across Egypt and the GCC.

Built an AI-enhanced workflow that reduced design turnaround time by 30% without compromising quality.

Supported multiple Saudi clients in launching ad campaigns that achieved measurable engagement improvements.

Skills

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Canva Pro
- ChatGPT • Krea • ImageFX • Adobe Firefly • ComfyUI • Freepik AI • AI Upscalers • RunwayML • Giminai • Veo3 • Kling • genspark
- Funnel Planning • Consumer Psychology Basics • Campaign Structuring • CTA Optimization • Positioning Strategy • Content Mapping
- Notion, Trello, Asana, ClickUp
- Fast • Branding • Visual Storytelling • Typography • Layout • Fast Execution • Strategic Thinking • Creative Copy Collaboration • Performance-Oriented Design

Industry Expertise

