ALIA AL NAISER

OBJECTIVE

Seeking a career that will deploy my passion and knowledge in design and management to help the organization meets its strategic vision by identifying opportunities to upgrade new technologies through my expertise in branding and marketing.

PROFILE INFO

Talented Senior Graphic / Motion Graphic Designer know-how to combine art and creativity resulting in marketing and advertising in different art forms such as brochures, posters, roll-ups, signs, cutouts, stage backgrounds, books, designing leaflets. Interested in human resources to supporting employees and create a positive working environment.

CONTACT INFO

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Email
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Address
Dubai, UAE

PROFESSIONAL EXPERIENCE

Main Graphic Designer   **2014 - present**
Advertisement Section - Dubai Municipality

- Meet and communicate with internal clients (all departments) to determine the scope of a project.
- Create images that identify and convey a message.
- Determine the message the design should portray.
- Selecting colors, images, text style, and layout.
- Review designs for errors before printing or publishing them.
- Developing workflow.
- Review and development job descriptions.
- Searching and comparing companies for useful products that helps in develop the work quality.
- Incorporate changes recommended by internal clients into the final design.
- Designed and printed more than 1000 artwork.
- Print and cut final artwork.
- Designing for online advertising and social media.
- Developing maintenance contract.
- Define and restructure and format goals.
- Team-player.
- Helped in developing budgets for art projects.
- Helped in designing several projects Dubai Safari , Dubai Parks, Outdoor advertising manual guideline extension 2020, Procedures guide for external advertisements for the Emirate of Dubai.
- Collect customer feedback using survey.
- Helped in customizing icons and internal signage's.

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EDUCATION

University of Dubai - Dubai
General Master of Business Administration (MBA), 2018

Zayed University- Dubai
B.A. Art & Design, concentration: Motion Graphics, 2010

VOLUNTARY

Volunteered with Day for Dubai in Union Fortress based in EXPO 2020
2022

Volunteered with Day for Dubai- was honored as First Line Heroes
2022

Volunteered in World Government Summit
2019

Volunteered with Dubai Municipality - Ramadan
2017

Volunteered with Watani - Ramadan
2017

Volunteered in Organizing the Federal National Council Elections
2015

PROFESSIONAL EXPERIENCE

Graphic Designer   **2013 - 2011**
Architectural Department- Dubai Municipality

- Meet and communicate with internal clients to determine the scope of a project.
- Create images that identify and convey a message.
- Determine the message the design should portray.
- Selecting colors, images, text style, and layout.
- Review designs for errors before printing or publishing them.
- Incorporate changes recommended by internal clients into the final design.
- Designed and Directed 18 issues of " turathuna" a monthly online newsletter produced by the Architectural Department
- Helped in organizing the 3rd International Architectural Conservation Conference & Exhibition
- Helped in Khor Dubai Nomination in World Heritage list-2013
- Communicate and review with printing press clients.
- Helping with the management of content of the websites related to the Department.
- Member in Committee of Flowing up with Publications in Architectural Heritage Department

Internship   **2010**
Interned in Dubai Police, Dubai

- Modeling 3D objects
- Texture applying and UV mapping

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Volunteered as a Graphic Designer in Bait Al Khair Society
2011

Volunteered as a Children Group Adviser, Watani Spring Camp For Girls, Dubai
2010

Volunteered as a Children Group Adviser, Watani Summer Camp for Girls, Dubai
2010

Volunteered as a Group Adviser, Watani Summer Camp for Girls, Dubai
2009

INTERESTS

Drawing
Painting
Traveling
Photography
Reading
Pottery
Pilates

WORKSHOPS & TRAINING

2022

- What Business Leaders Need to Know about WEB3 (+ Metaverse) - LinkedIn training
- Managing up as an Employee - PMI
- Meta-verse and NFTs for Marketing - LinkedIn training
- The Future of Work: The Necessary Skills of Your Future Workforce - LinkedIn training
- Scaling Up Excellence: Getting to More Without Settling for Less - LinkedIn training
- Critical Thinking -PMI
- Data Visualization :Best Practices- LinkedIn training
- How to Work Smarter, Not Harder: Save Time and Money and Increase Productivity -LinkedIn training
- How to Train Your Brain for Maximum Growth - LinkedIn training
- Jeff Dyer on Innovation - LinkedIn training
- Effective governance in the public sector - Dubai Government Excellence
- Leading like a Futurist- LinkedIn training
- Adobe Illustrator 2021 (branding) - DXM
- Introduction to Arc GIS - GIS
- Adobe Premiere Pro 2022 , Adobe After Effect 2022- DXM

2021

- Illustrator: Using Wacom Tablets - LinkedIn training

2020

- Training Program Volunteer Leaders- Watani Emarat Foundation
- Creative Thinking Course- TRA
- Business Etiquette and International Protocol- Etiquette Training

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LANGUAGE SKILLS

Arabic
English

COMPUTER SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
After Effects
Microsoft office

EXHIBITIONS

2015-2014

The Sketch Book Project,
Brooklyn Library & a tour in
the US, United State

2011

ZU alumni exhibition,
Zayed University,
Abu Dhabi

2010

Naishan Exhibition", XVA
Gallery, Al Fahidi
Neighborhood Area, Dubai

"ART Event", Zayed
University, Dubai

- Website Design Basics Workshop Using HTML-
  Federal Youth Authority
- Customer Service in the Field- LinkedIn training
- Designing Emotion: How To Use Design To Move
  People- LinkedIn training
- Intellectual Property for Digital Content course-
  TRA
- The Six Morning Habits of High Performers-
  LinkedIn training
- Design Your First Infographic- LinkedIn training
- How Getting Curious Helps You Achieve
  Everything- LinkedIn training
- Managing in Difficult Times- LinkedIn training/
  PMI
- Building Better Routines-LinkedIn training
- Attended Creative Thinking Course-
  mgoverment
- Brand Strategy for Designers- LinkedIn training
- Creative Exercises to Spark Original Thinking-
  LinkedIn training
- Developing Your Emotional Intelligence-
  LinkedIn training/ PMI
- Self-Targeting and Self-targeting skills-
  EDRAAK
- Introduction to Graphic Design- EDRAAK
- Government Innovation Labs for Building the
  Future- Course from Mohammed Bin Rashid
  Center for Government Innovation
- Government Accelerators- Course from
  Mohammed Bin Rashid Center for Government
  Innovation
- Let's Break the Chain of COVID-19 Infection

2019

- Creativity and Excellence in City Planning
  course
- Self Development course - online training
- Role Models - Workshop
- Artificial Intelligence and Innovation in Project
  Management

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2008

"5x7 Exhibition", Glass Box Gallery, Zayed University, Dubai

ZU Graduation/Year Anniversary Book 2008, Dubai

Pearls of Emirati wisdom, 2008, Zayed University, Dubai

XVA Gallery, Al Fahidi Neighborhood Area, Dubai

2007- present

Zayed University Library Gallery, Zayed University, Dubai

2018

- Dubai for all - online training course
- Institutional leadership- online training course
- Advance Adobe Illustrator course
- Advance Adobe Photoshop course
- Advance Adobe After Effect course
- Introduction to graphic design - online training

2017

- Dubai for all - online training course
- Institutional leadership- online training course
- Advance Adobe Illustrator course
- Advance Adobe Photoshop course

2016

- "Innovation in Government Work" Course-
- Mohammed Bin Rashid Center for Government Innovation
- Principles, concepts and standards of excellence

2015

- 3D Graphics in Adobe Illustrator Workshop

2014

- Creativity and Arts of Creating Mental Innovative

2013

- Attended Leadership Course, Takatof, Dubai
- Attended "Starting with Microsoft Visio Workshop", Dubai Municipality, Dubai
- Attended Positive Thinking Seminar, Dubai Municipality, Dubai
- Attended 3D AutoCAD Workshop, Dubai Municipality, Dubai
- Attended 2D AutoCAD Workshop, Dubai Municipality, Dubai
- IC3
- Attended a Workshop of Informational Security Awareness, Dubai Municipality, Dubai

2012

- Attended Effective Communication Skills Workshop, Training Center, Dubai
- Attended Urban Heritage Preservation Workshop,
- Architectural Heritage Department, Dubai