



DIALA SLEEM

SENIOR GRAPHIC DESIGNER

WITH OVER 18 YEARS OF EXPERIENCE IN ADVERTISING AGENCIES ACROSS THE REGION, BOTH INTERNATIONAL AND LOCAL, AS AN GRAPHIC DESIGNER, I CONSIDER MYSELF TO HAVE SUFFICIENT KNOWLEDGE FOR FINDING SOLUTIONS AND DEVELOPING ADVERTISING CAMPAIGNS FOR THE TOUGHEST BRIEFS, IN ADDITION TO MANAGING A TEAM OF SENIOR AND JUNIOR CREATIVE DESIGNERS TO COME UP WITH THE BEST RESULTS IN THE TIME LINE PROVIDED.

I WAS BORN IN SYRIA IN 1981. IN 2003 I GRADUATED FROM THE COLLEGE OF ECONOMY AT THE UNIVERSITY OF DAMASCUS. I HAVE ATTENDED SEVERAL TYPOGRAPHY, GRAPHIC DESIGN, BRANDING, MANAGING AND IMPLEMENTING ALL CREATIVE TASKS, INCLUDING CREATIVE DEVELOPMENT FOR PRINT, PROMOTIONAL MATERIAL, DESIGN OF CORPORATE IDENTITIES AND APPLICATIONS WITH KNOWLEDGE OF PRODUCTION METHODS AND TECHNIQUES.

CONTACT DETAILS:

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WORK EXPERIENCE

2016 - 2020

FREELANCER (GERMANY)
SENIOR GRAPHIC DESIGNER / FINE ARTIST

2014 - 2015

AYYAM GALLERY (UAE)
SENIOR GRAPHIC DESIGNER

2010 - 2014

THE AD KITCHEN(UAE)
SENIOR GRAPHIC DESIGNER

RESPONSIBILITIES INCLUDED:

1. DEVELOPMENT OF ADVERTISING CAMPAIGNS CONCEPTS.
2. BRANDING AND CORPORATE IDENTITY.

PROJECTS INCLUDED ADVERTISING CAMPAIGNS, CORPORATE IDENTITIES, AND BTL.

CLIENTS INCLUDE:DUBAI PROPERTIES GROUP, ALDAR, PHILIPS, CRUNCHEEZ, MERAAS, SALWAN, THE WALK, ZAYA, PROHOMES, AL HILAL BANK, MÖVENPICK, AJMAL, EJADAH, AND OTHERS

2008-2010

LEO BURNETT (UAE)

CLIENTS INCLUDE:DUBAI SUMMER SURPRISES, DUBAI SUMMER FESTIVAL, DUBAI SUMMER FESTIVLS OFFICE, FOX MOVIES, FOX SERIES, WILD WADI, DUBAI TV, GMC, DU, NBD, AND OTHERS

2007-2008

INTERPLAST L.L.C (UAE)

2002-2007

AL ESSA GRAPHIC DESIGNING AND PUBLISHING (SYRIA)

AREAS OF EXPERTISE & ACHIEVEMENTS

EXPERIENCE IN PRODUCTION WITH EXCELLENT GRAPHIC DESIGNING AND COMPUTER SKILLS
MANAGED MULTI TASKED JOBS, AND TRAINED STAFF IN ORDER TO ACHIEVE RESULTS
WORKED ON PITCHES
DEVELOPED AND IMPLEMENTED PROGRAM POLICIES AND QUALITY STANDARDS
REVIEWED FINAL LAYOUT AND SUGGEST IMPROVEMENTS AS NEEDED

GRAPHIC RELATED SOFTWARES

ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP, ADOBE INDESIGN

OTHERS

MS OFFICE

LANGUAGES:

ARABIC: MOTHER TONGUE

ENGLISH: VERY GOOD

GERMAN: GOOD