

# NAHLA IDRIS

Graphic Designer

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## Professional Summary

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Dynamic and detail-oriented graphic designer with more than 5 years of experience in visual storytelling and brand communication. Adept at transforming complex ideas into engaging and memorable designs that resonate with target audiences across both digital and print platforms. Proficient in a variety of design software and tools, I have a proven track record of delivering innovative creative solutions that enhance brand identity and drive user engagement.

I excel in collaborative environments, working closely with cross functional teams including marketing, product development, and content specialists to develop cohesive and impactful visual narratives.

My strong understanding of user experience principles allows me to create designs that not only capture attention but also provide intuitive and effective user interactions.

I am passionate about staying current with design trends and continuously seek opportunities to further develop my skills and expand my creative repertoire.

## Skills

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- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Typography and Layout Design
- Branding and Identity Design
- UX/UI Design Basics
- Web and Social Media Graphics
- Print Production and Packaging
- Creative Problem Solving
- Web Business Development and Marketing
- Frontend Development Using React
- Figma
- Git

## Professional Experience

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### Graphic Designer

Farmer's Commercial Bank | Khartoum, Sudan | 04/2020 – Present

- Designed logos, brochures, and promotional materials to enhance brand identity.
- Collaborated with marketing teams to create visually appealing social media content, increasing engagement by [30]%.  
• Developed packaging designs that boosted product sales by [25]%.  
• Ensured consistency with brand guidelines across all deliverables.

### Junior Graphic Designer

Farmer's Commercial Bank | Khartoum, Sudan | 04/2016 – 04/2020

- Assisted in developing concepts for advertising campaigns, leading to a [30]% improvement in client satisfaction.
- Created wireframes and prototypes for websites and mobile apps.
- Managed multiple projects under tight deadlines while maintaining quality.

## Education

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Bachelor's Degree, Software Engineering

Elmashreq University for Science and Technologies, Khartoum, Sudan | 2010

## Certifications

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- Adobe Certified Professional in Graphic Design & Illustration
- UX/UI Design Certification
- Diploma In Web Business Development and Marketing
- Diploma In Web Business Development and Marketing
- Diploma In Human Resources

## Achievements

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- From 2016 to the present year, I have taken the lead in developing and delivering the annual presentation for the General Assembly of the Farmer's Commercial Bank. Through careful planning and negotiation, I successfully reduced the percentage of costs associated with packages paid by the bank to external resources by an impressive 50%. This significant cost-saving measure not only improved the bank's financial standing but also streamlined our collaboration with external partners.
- In addition to my work on the presentations, I also spearheaded the design of the MasterCard for the Farmer's Commercial Bank. By personally overseeing the design process, I was able to achieve a remarkable 70% reduction in costs compared to the proposals provided by external design companies. My approach involved understanding the bank's unique vision and requirements, which allowed me to create a customized design that reflected the bank's identity. This hands-on effort addressed the challenges we faced in finding a design firm capable of executing our ideas and ensured that the final product was not only cost-effective but also aligned perfectly with the bank's branding goals.
- I had the opportunity to deliver a presentation to the Investment and Social Security Authority during the Competencies Conference. It was a great honor to share my insights with such a distinguished audience. The feedback I received was overwhelmingly positive, and I was truly grateful for the praise and recognition I garnered at the event. This experience not only allowed me to showcase my expertise but also to engage with other professionals in the field.

## Languages

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- English (Fluent)
- Arabic