

Ahmed El-Zein

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WORK EXPERIENCE

Solace

Graphic Designer

Ottawa, Canada

August 2022 – Present

- Conceptualize and design booths for marketing teams across multiple countries, including Canada, USA, UK, Singapore, Japan, and France, resulting in increased brand recognition.
- Create PDF documents in multiple languages, including English, French, Japanese, Spanish, and Korean to effectively communicate with international audiences. Resulted in a 15% growth in audience engagement and contributed to the expansion of Solace's global presence.
- Create graphics for the website, including banners, section thumbnails, and videos. These efforts enhance user experience and engagement, resulting in a 34% increase in achieving Solace's online marketing objectives.
- Design engaging ads on LinkedIn and create social media posts to promote Solace's products and services to a targeted audience. These efforts resulted in increased click-through rates and engagement by 8%, effectively boosting Solace's brand recognition and online presence.
- Design posters, marketing collateral, and visually engaging PowerPoint presentations for various departments, events, and marketing campaigns within the company.
- Develop themed logos for holidays and events, such as; Halloween, Christmas, Easter, Canada Day, and much more, to promote brand awareness and engagement. Also develop sub-brand logos, including, Solace Garage, Solace Academy, Solly Superstars, and Tamimi's Tidbits, to expand Solace's offerings and improve brand recognition, ultimately contributing to the growth of Solace's brand and business.
- Design branded swag, such as fidget spinners and stickers, to promote brand awareness and engagement at events and conferences.

Building Blocks

UI/UX Designer

Vancouver, Canada

July 2022 – Present

- Design and develop mobile screens by creating user flows, wireframes, and prototypes.
- Redesign the app's iconography to improve the visual appeal and user experience.
- Conduct a series of usability tests to determine the optimum user interface design.
- Collaborate with the development team to ensure the design was executed effectively.

Department of National Defence of Canada (DND)

Graphic Designer for the Director General Defence Security (DGDS)

Ottawa, Canada

March 2021 – July 2021

- Received my Secret Clearance to work on classified and sensitive documents.
- Designed and produced E-Publications and interactive PDFs.
- Designed and produced dynamic PowerPoint presentations.
- Created and designed templates, design assets, for integration into the websites.

Graphic Designer for the Canadian Armed Forces (CAF)

September 2019 – August 2020

- Designed infographics and posters for print and web.
- Created the Canadian Army Podcast brand.
- Responsible for all daily posts on all social media accounts.
- Designed the Canadian Forces Parachutist badges.

Klipfolio*Digital Designer***Ottawa, Canada***September 2016 – September 2019*

- Earned two Certificates of Excellence for my contribution to successful marketing campaigns.
- Created the brand guidelines and the visual language.
- Developed and designed over 90+ user-friendly web pages.
- Carried out usability tests which increased user satisfaction by 23%.
- Designed landing pages which drove conversions by 12%.
(Atom, Drupal, Figma, Adobe Illustrator, XD)
- Designed ads across all social media accounts which increased sales by 8%.
- Coached marketing teammates at improving basic HTML5 and CSS3 coding skills.

Freelance Experience**El-Zein Design Services***UI/UX & Graphic Designer***Ottawa, Canada***May 2014 – Present*

- Freelanced with design agencies and corporate companies to create brands and marketing campaigns.
- Create brand guidelines and identities.
- Create journey maps, personas, user research, user flows, low and high fidelity wireframes, prototypes, design systems, iconography, and sitemaps.
- Produce print content such as; the stationery package, posters, brochures, menus, reports, and flyers.
- Design and develop business, educational, non-profit, eCommerce, and portfolio websites.
- Build social media and marketing campaigns resulting in a 10% monthly increase in revenue.

SKILLS, LANGUAGES & INTERESTS

Skills: Adobe CC (Photoshop, Illustrator, InDesign, XD, Acrobat, After Effects) | Figma | Bootstrap | Drupal | Github | Atom | HTML5 | CSS3 | Javascript | Trello | Monday.com | Asana | Microsoft Office (Word, PowerPoint, Outlook, SharePoint) | Google (Analytics, Ads) | Marketing | Digital Marketing | Social Media Ads | eCommerce | UX (Research, Information Architecture, User Flows and Journeys, Wireframing) | UI (Visual Design, Design System, Prototyping)

Languages: Fluent in English, French, and Arabic

Interests: Fitness | Reading | Travelling | Food | Basketball | Football | Video Games