

Ahmed El-Zein

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WORK EXPERIENCE

El-Zein Design Services

Ottawa, Canada

UI/UX & Graphic Designer

May 2014 – Present

- Establish a design agency with a focus on branding, web and print services, user interface and experience, and illustration. The client list includes but is not limited to companies within the broadcasting, health, restaurant, real estate, and education industries.
- Create journey maps, personas, user research, user flows, low and high fidelity wireframes, prototypes, design systems, iconography, and sitemaps.
- Freelanced with design agencies and corporate companies to create brands and marketing campaigns.
- Create brand guidelines and identities.
- 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 which increase revenue by 10% monthly.

Department of National Defence of Canada (DND)

Ottawa, Canada

Graphic Designer for the Director General Defence Security (DGDS)

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

Ottawa, Canada

Digital Designer

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 webpages.
- Carried out usability tests which increased user satisfaction by 23%.
- Designed landing pages which drove conversions by 12%.
- Designed ads across all social media accounts which increased sales by 8%.
- Coached marketing teammates at improving basic HTML5 and CSS3 coding skills.

EDUCATION

Algonquin College

Ottawa, Canada

Graphic Design

April 2016

- GPA: 3.75/4 | Dean's Honours List Academic Year 2015- 2016

GAS – Design Studies

Ottawa, Canada

April 2013

- GPA: 3.4/4 | Dean's Honours List Academic Year 2012

SKILLS, LANGUAGES & INTERESTS

Skills: Adobe CC (Photoshop, Illustrator, InDesign, XD, Acrobat, After Effects) | Figma | Bootstrap | Drupal | Github | Atom | Trello | Monday.com | Microsoft Office (Word, PowerPoint, Outlook) | Google (Analytics, Ads)

Languages: Fluent in English, French, and Arabic

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