

AHMED EL-ZEIN

UI/UX & GRAPHIC DESIGNER

I am a senior level designer with 7+ years of experience. A professional designer with top level skills in Adobe Photoshop, Illustrator, InDesign, and XD. As an industry professional, I've completed projects such as branding, websites, apps, social media assets, marketing and advertisement campaigns.

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EDUCATION

Graphic Design

Algonquin College | Sept. 2013- Apr. 2016

- Dean's List Academic Year 2015-2016
- Cumulative G.P.A. of 3.75/4

GAS - Design Studies

Algonquin College | Sept. 2012- Apr. 2013

- Dean's List Academic Year 2012
- Cumulative G.P.A. of 3.4/4

SKILLS

Software Skills

- Adobe CC Graphic Design
- HTML5/ Drupal/ Bootstrap
- CSS3/ SCSS/ Javascript/ JQuery
- Microsoft Office & iWork

Personal Skills

- Fluent in English, French, and Arabic
- Creative & Critical Thinker
- Self-Motivated & Detail Oriented
- Problem Solving & Active Listener

Knowledge

- Branding, Typography & Colour Theory
- User Research & Strategy
- Wireframing & Prototyping
- Responsive Design
- Visual Communication

HOBBIES

- Reading
- Basketball
- Fitness
- Video games

EXPERIENCE

Freelance Design Services

El-Zein Design Services | May 2014- Present

Established a design agency that focuses on branding, web and print services, user interface and experience, and illustration. Designed for clients in multiple industries such as; broadcasting, health, trade, real estate, food, and education.

- Created brand guidelines and identities
- Produced print content such as the stationery package, posters, brochures, menus, reports, and flyers.
- Designed and developed business websites, an educational website, non-profit website, an eCommerce website, and a portfolio website.
- Created ads for social media which increased sales by 10%

Graphic Designer

Department of National Defence of Canada | Sept. 2019- Aug. 2020

The department is responsible for defending Canada's interests and values at home and abroad, as well as contributing to international peace and security. I joined the CRO (Community Relations & Outreach) team which focused on promotion for internal and external events.

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

Digital Designer

Klipfolio | Sept. 2016- Sept. 2019

Klipfolio is a data analytics cloud app for building and sharing real-time data. I joined the marketing team to drive sales and growth. I earned two certificates of excellence for my contribution on marketing campaigns.

- Created the brand guidelines and the visual language
- Developed and designed over 80+ user-friendly webpages
- Carried out usability tests to increase user satisfaction
- Designed and updated the user interface across the website
- 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 website coding skills