

kooldez@go.com

Walid A. Hassan

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Objective

Seeking a career in creative art direction in a leading, competent, team-spirited organization or multinational agency mastering communication arts techniques and trade.

Work History

Resala Communications, Egypt
Art Director

2001-2003

Responsible for client pitch performance as a promise.

Responsible for primary to stable migration stages of a major Bank account 'Arab Bank' from a discontinued agency to organized inhouse workflow.

Responsible for relatively small-scale production management as well as advise clients on color use, choice paper, finish and cost efficiency.

Contributed to storyboards and assisted the Creative Manager.

D'Arcy Masius Benton & Bowles, Egypt
Senior Graphic Designer

2000-2001

Responsible for international advertiser guideline advertisement and billboard production for Alfa-Romeo and Fiat.

Learnt and supervised dummy machetes and comps assembly.

Presented exhibition booth for 'EgyNet', a then major ISP.

Responsible for a complete CI project for an industrial technologies group corporation 'Pyramid Technologies' all through to printed material.

InterMark Advertising & Consulting Agency, Egypt
Graphic Designer

1997-2000

Exposure to the 'art of the pitch' taught new approaches and views.

Worked ever so closely to the Creative Director.

Learnt the Postscript® language by Adobe, and how to output already separated files (.ps) to RIP machines for error-free work control.

Learnt and assisted the Production Manager in pre to post-press stages.

Learnt how templates for die-cuts and packaging are made.

Responsible for installation & maintenance of a networked server-scale font management utility (FontReserve™ 2.0) between 9 Macs through a root hub.

Studied & introduced a 5MP Digital camera to the shoot-gifted of the team.

Attended several shooting sessions; I find photography very interesting.

Koncept Advertising FairTrade, Egypt Graphic Designer (Part-Time)

1995-1996

Learnt in-depth Adobe Photoshop (Versions 3-4).

Introduced vector-based illustrations to my designs (Freehand™ & Illustrator™).

Designed new year calendars for Movenpick PR Dept. & learnt output basics.

Designed corporate identity and finalized 4 templates of stationery.

Engineering for Petroleum & Process Industries ENPPI Graphic Design Trainee

1994

Learnt Apple networked environments & basic Macintosh OS.

Learnt first Arabic DTP Software (Diwan's El Nasher™ & Adobe Pagemaker™).

Learnt and designed Powerpoint™ presentations for training seminars' use.

Designed presentation face-lifts for financial and project control departments.

Learnt offset printing basics at in-house press and reprographic center.

Education

Bachelor of Sciences (Grade Good)

Business Administration Major, Promotion & Advertising Minor.

English School of Commerce, 1997 Graduate

Cairo University, Egypt

Language

English, Well spoken and written.

Arabic, Well spoken & written.

Skills

WorkStations

Cross-platform experience. Exceptionally quick on a Macintosh.

Relatively fast learner to newly introduced/updated software.

Color calibration and Pantone® Matching Systems accuracy.

Adobe Postscript® and in-house pre-press file management.

Artwork

Creative concept realization, Target-market specific campaign adaptation.

Corporate Identity design & re-design, starting from basic sketch board.

General theme-following brochures & product/service promotional material from flyers to outdoor billboards.

Cartoon and sketch-to-vector illustration flexibility.

Professional Icon designs for Windows/Macintosh for corporate use.

Official Iconfactory's PixelPalooza 2002 & 2003 Contest Contributor
www.iconfactory.com ~ username: kooldez

Wired

Web information retrieval experience & use of professional search engines.
 Studied HyperText Markup Language (HTML), designed homepage 1996:
<http://members.wbs.net/homepages/k/o/o/kooldez/main.html>
 Single image comping & purchase through several photography portals.
 Layout-ready website graphics, Animated GIF and web banner design.

Member

National Geographic Society

Active subscribed member since 1997

Valued member since 2001 w/ access to NGS online photo library.

National Association of Photoshop Professionals NAPP

Active subscribed member since 1996

GettyImages.com

Subscribed member/client since 1998

Communication Arts Publication

Active subscribed member since 2000

AdvertisingAge.com

Subscribed member w/ online portfolio since 2002

American Institute of Graphic Arts AIGA

Online education program member 2003

Data

Walid Ahmed A/Halim Hassan

Born 31.01.1974

Married w/ one child

Egyptian

Military Exempted

Contact

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Digital Portfolio available upon request.