**PROFILE**

* Proven graphic design skills developed from 10 years’ experience providing a variety of designs (printable, multimedia) while working with advertising agencies
* Exceptional graphic design skills with strong familiarity in Adobe Creative Suite obtained through experience in developing promotional materials (logos, flyers, booklets, posters, business cards, and banners) at Hayel International Information
* Solid education and knowledge on advertising field acquired through five years of study in the Faculty of Applied Arts-Graphic design, and one year of a postgraduate program (Interactive Media Management – Algonquin College)
* Solid design principles and developing wireframes, prototypes, and high-fidelity mock-ups using Adobe XD, Invision App
* Strong skills in HTML, CSS gained while studying at Algonquin College – Interactive Media Management program
* Excellent work ethic, team player, organization, attention to details and ability to thrive in a multicultural environment developed from working at Alkifah Print Management
* self-starter with creative skills and ability to create new, exciting corporate identities developed from performing day-to-day functions in a professional, fast-paced environment

**Computer Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, Premiere Pro, After effects, XD) In Vision, HTML, CSS, JavaScript, PHP, CMS (WordPress), Bootstrap

**Portfolio website:** <https://asmaaelsayed77.github.io/adesigns/>

**In Vision share links:** <https://invis.io/3SVOF52AKMD> <https://invis.io/64QY43GRYSC>

**Languages:** Fluent in oral and written English, currently studying French

**Security:** Enhanced Reliability Clearance – valid until 2030-01-16

**PROFESSIONAL EXPERIENCE**

**Interactive Media Designer**

**Algonquin College - Interactive Media Management Jan 2019 – Aug 2019**

* Created brand materials in a variety of mediums including web, printed collateral, logos, magazines, and social media.
* Created Motion Graphics for video content and digital versions of promotional materials also gained good photography and videography skills
* Design creative websites from wireframe to prototype and apply code using HTML,

CSS, then adding some JavaScript and PHP and finalize creating a WordPress theme

* Worked as a team leader and UX lead in the final client project which is Interactive Media Management website <https://jiayuechen.com/imm/>

**Graphic and Web Designer May. 2018 – August 2018**

**NHF** (North House Foods), Ottawa, ON

* Responsible for designing promotional material (brochures, Labels, sell sheets, etc.)
* Editing their websites (<https://www.northhousefoods.ca> and <http://ottawakitchen.ca> )

**Graphic Designer (Volunteer) Sep. 2016 – Sep. 2018**

**CPAWS** (Canadian Parks and Wilderness Society), Ottawa Valley Chapter, Ottawa, ON

* Translated subject matter into concrete designs for promotional material
* Designed high quality, leading edge promotional material and report using Indesign

**Web Designer (ITP Mentorship Program) Oct. 2017 – Feb 2018**

**Pinecrest-Queensway Community Health Centre**, Ottawa, ON

* Edited ITP mentorship website <https://itpmentorship.com> with WordPress
* Edited Canada day video with Adobe Premiere Pro
* Updated organization’s social media sites (Facebook, Twitter)

**Freelancer Graphic Designer 2013 - 2015**

Cairo, Egypt

* Prepared and modified artwork for screen printing and revamped color logos to suit 2-color or 1-color screen prints
* Integrated interactive features from Illustrator into Photoshop to enhance printing
* Created designs, concepts and sample layouts based on knowledge of layout principles and design concepts

**Graphic, Multimedia and Web Designer 2008 - 2009**

Alkifah Print Management, Dammam, Saudi Arabia

* Prepared illustrations and rough sketches of material, discussing them with clients and supervisors and making necessary changes
* Designed all direct marketing collateral for the company including pintable’s, logos, web banners, brochures, and web pages using Dream Weaver
* Conceptualized and developed multimedia designs (banners, intros)

**Graphic Designer 2002 - 2004**

Hayel International Information, Cairo, Egypt

* Developed solid knowledge of InDesign, Photoshop, Illustrator to revamp and design more creative advertisements for several directories (medical, veterinary and laboratory)
* Adapted quickly and without difficulty in changing priorities and shifting deadlines in managing new projects
* Reviewed final layouts and suggested improvements, as needed

**Graphic Designer 2001 - 2002**

Masryat Advertising Agency, Cairo, Egypt

* Designed outdoor advertising using Adobe Photoshop, Corel Draw, including design plates using a cutter plotter
* Determined size and arrangement of illustrative material and copied and selected style and size of type

**EDUCATION**

**Bachelor of Applied Arts, Advertising Section 2001**

* Faculty of Applied Arts, Helwan University, Cairo, Egypt

(recognized by ICAS as a bachelor’s degree)

**Algonquin College, Interactive Media Management** - Post graduate certificate **2019**