

Curriculum Vitae

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 Abdalbagi Abubaida

ABDALBAGI ABUBAIDA AHMED GRAPHIC DESIGNER

PORTFOLIO: [link portfolio website]

PROFESSIONAL SUMMARY

- 7 years experience as a creative & innovative graphic designer. graduated as Bachelor of Fine Arts with over 19 technical courses completed.
- Produced over 1500 approved designs in advertising, product design, social media, print and more.
- Tech stack: Photoshop, Illustrator, adobe XD, After Effects, Indesign, Cinema 4D, Microsoft Apps & more.
- English & Arabic.



EMPLOYMENT HISTORY

Liberty International Media, Art Director | Head Of Design Department: October 2021 - Current

- International marketing agency servicing a wide range of industries and sectors from automotive to regional local companies.
- I contributed by utilising my industry expertise and knowledge to deliver creative & compelling solutions to our Key client requests.
- Lead the team of graphic designers in developing market-ready creatives for advertising materials, social media, web development, UI / UX, and more digital content that heavily contributed to an increase in sales and KPIs for our clients.
- Under my leadership, the graphic design department was able to deliver creatives that were used in international adverts and helped our agency land more international clients and deals.

Al Riyadh Travel and Tourism, Senior Graphic Designer: March 2017- Adjust 2020

- Designated as the head designer of a Leading Global travel agency, I was tasked with overseeing all the commercial and advertising design material.
- I contributed in the conceptualising, design and production of all visual media with the goal of producing innovative and creative content to improve the brand identity driving sales.
- Rapid Development of high quality media content used in advertising riyadh haj season in order to compel tourists to visit Riyadh.
- Managed all visual aspects and quality of commercial materials with cutting-edge technology to reach KPIs and to deliver on key goals.

Jazan Printing Press, Head Of Graphic Design: January 2016 - September 2017

- Largest Regional enterprise printing press that serviced various industries and sectors.
- Leading the production of corporate print solutions & montages, Collaborating with team members to develop magazine projects, prototyping different illustrations, concepts and more.
- Created and implemented various solutions to expand business operations and add new services for our clients.
- Achieved all goals and reached KPIs set by management and developed the business's reputation as the go to experts in our field.

Al Hurria Printing Press, Graphic Designer: January 2015 - January 2016

- B2B printing press where I worked closely with global brands such as Zain, MTN and ministries/government agencies.
- Experienced design processes and worked under talented leaders to deliver on essential consumer and business design materials with the goal of surpassing industry benchmarks in the effectiveness of our projects.
- Introduced state-of-the-arts technology solutions to streamline our creative processes.
- Created compelling projects tailored to our clients specific needs that quickly achieved approval and international standards.

EDUCATION

Sudan University Of Science & Technology, Bachelor Of Arts in Fine & Applied Arts

Date graduating: September 2011

Certifications:

Certificate in motion graphics - certificate in web design (UI/UX) - Certificate in Printing Press Advanced Techniques - Certificate in DPI printing press montages. - more courses.

SKILLS

Areas Of Competence:

- 3D | 2D | Motion graphic design. (Including Parallax design, Liquid Motion, Isometric, web & app motion).
- Video montage, editing and production.
- Logo development.
- Branding and brand identity (corporate branding).
- High level Graphic Design.) Typography, Infographic, Styling, Animation, E-commerce, Stop Style, Minimalist).
- Product design.
- Project Management.
- Social Media content.
- Advertising material (multimedia).
- Print Media.
- Magazine Ads.

