Fatima Harmoush

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Professional Summary

Creative Graphic Designer with 4+ years of experience in branding, motion graphics, social media content, and visual storytelling. Skilled in both static and animated design across print and digital platforms. Passionate about design innovation and always exploring the intersection of creativity and technology.

Professional Experience

Graphic Designer  
Skudlers — *Dec 2024 – Dec 2025*

* Designed cohesive social media grids, website visuals, and digital assets.
* Developed event assets including posters, invitations, and packaging.
* Executed full-scale branding projects from concept to final delivery.
* Used AI (Artificial Intelligence effectively in my designs.)

Multimedia Designer  
Market Minds. — *Mar 2024 – Dec 2024*

* Edited and animated videos using frame-by-frame and 2D motion design techniques.
* Designed motion graphics for marketing campaigns and brand storytelling.
* Collaborated with the marketing team to align visual assets with campaign goals.

Graphic Designer & Illustrator  
BrandiT — *Jun 2022 – May 2025 | Freelance*

* Designed product packaging for various consumer goods.
* Created visual brand identities, and logo designs, including T.E.R.R.E Liban.
* Developed storyboards for animation and video content, including the Faculty of Health Sciences, AUB.

Visual Designer  
Adyan Foundation – *May 2021 – Jan 2024 | Freelance*

* Illustrated custom vector assets for educational and animated video content.
* Collaborated with the team to visually represent complex social concepts.

Instructional Media Designer  
AUB IT Academic Services — *Jun 2020 – Jan 2022*

* Created digital graphics & multimedia material for the media production of academic lectures.

Education

Bachelor of Arts in Graphic Design, American University of Beirut — 2023

Skills

* Design Tools: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Fresco, Firefly, AI-Literate.
* Others: 2D Animation, Frame-by-Frame Animation, Motion Graphics, Social Media Design, Branding, Packaging, Storyboarding, Visual Storytelling.

Certifications

* Nestle: Influencer Marketing (Digital): *Power and Impact of Influencer Marketing.*
* Nestle: Branding & Marketing Skills: *Upskill Your Branding and Marketing Skills.*
* Nestle: Digital & AI Skills: *Power of Data and AI for Jobs of the Future.*

Languages

Fluent in Arabic and English

Interests

Playing the violin – Graphite portrait drawing – Manga and anime