

# KAREEM SABRI

## EXPERTISE

GRAPHIC DESIGN

BRANDING

PACKAGING

MARKETING/  
DIGITAL MARKETING

WEB DESIGN

WEB DEVELOPMENT

USER INTERFACE

USER EXPERIENCE

## TECH SKILLS

HTML/CSS



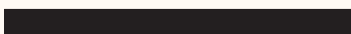
AFTER EFFECTS



PHOTOSHOP



ILLUSTRATOR



INDESIGN



XD/SKETCH/INVISION



JQUERY/PHP



## PROFILE

Creative digital designer seeking a position where I can utilize my skills to help create unique products and services. I am looking for an opportunity that will allow me to demonstrate my skills in visual design, interaction design, content strategy, and usability.



## EXPERIENCE

### LEAD BRAND DESIGNER RATNER COMPANIES

Oct 2018–Mar 2019

- Managed all design aspects and advertisements for two of several salon companies owned by Ratner Companies (Bubbles & Salon Cielo)
- Created assets such as posters, banners, easels, email blasts, menus, brochures, social media imagery, and website updates for promotional campaigns and events
- Articulated and presented design concepts to clients and upper management
- Designed and developed a Bubbles landing page for a major promotional campaign (mobile friendly)
- Designed all printed assets in new Bubbles salon interior such as large displays and lightboxes
- Worked with several departments within the company to ensure overall brand message was accurately reflected
- Retouched and edited model photography on a large scale

### MARKETING SPECIALIST UNIMEX CORPORATION

May 2018–Sept 2018 (Contractor)

- Brainstormed and developed ideas for creative marketing campaigns for military footwear
- Conducted market research on consumer requirements and trends
- Assisted in analyzing marketing data (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies
- Planned and executed initiatives to reach the target audience through appropriate channels (social media, e-mail, etc.)
- Managed back-end company website and listings on Amazon
- Photographed and edited pictures of products for online sales



## EDUCATION

### ART & VISUAL TECHNOLOGY GEORGE MASON UNIVERSITY

Concentration: Graphic & Web Design

Aug 2014–May 2018



#### CONTACT INFO

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#### FREELANCE/PORTFOLIO

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🌐 [fleurlesprit.com](http://fleurlesprit.com)