

Norah Mohammed

Senior Graphic Designer & UX/UI Specialist

📍 Riyadh, Saudi Arabia | ✉ norah20402040@gmail.com | 🔗 [Portfolio](#)

Languages: Arabic (Native), English (Proficient)

Creative and motivated Senior Graphic Designer and UX/UI Specialist with proven experience across corporate, project-based, and educational sectors. Skilled in building compelling brand identities and user-centered digital experiences through print, digital, and UX/UI design. Known for leading visual design initiatives, collaborating across teams, and consistently delivering high-quality solutions under tight deadlines. Committed to continuous professional growth, with a strong passion for innovation, user experience, and the integration of AI technologies into design workflows.

Experience:

Senior Graphic Designer

Unique Hospitality Co. | Riyadh | Oct 2022 - Oct 2024

- Led social media content design across multiple platforms, ensuring alignment with brand identity.
- Developed visual identity designs for new projects and company openings.
- Collaborated with marketing and operations teams to deliver integrated campaign plans.
- Supervised photo sessions and oversaw brand-standard content production.
- Coordinated monthly marketing plans and campaign executions.

Graphic Designer (Project - Based)

OJO Digital Marketing | Riyadh | Dec 2022 - Jun 2023

- Designed social media assets, company profiles, and client presentations.
- Developed brand identities and marketing materials for client campaigns.
- Created visuals for outdoor and indoor advertising initiatives.

Graphic Designer

RQ for Digital Marketing | Riyadh | Mar 2021 - Oct 2022

- Designed social media platforms and visual identities for clients across sectors.
- Built marketing campaign designs aligned with client brand strategies.
- Created outdoor and indoor advertising materials and supervised related content production.

Art Teacher & Graphic Designer

Digital Schools | Riyadh | Mar 2019 - Apr 2020

- Designed advertising campaigns and managed the school's social media content.
- Organized Ministry of Education-sponsored art competitions and external promotional collaborations.
- Produced and edited videos for digital marketing initiatives.

Education:

Prince Sattam Bin Abdulaziz University | Saudi Arabia

Bachelor of Home Economics | 2013 - 2018

GPA: 4.12 / 5.0

Key Achievements:

Health Innovation Hackathon 2025

I led the team in creating a smart health app that provides smart medical reminder services, and was responsible for the UX/UI design as well as the entire planning of the prototype.

AI League 2025

AI League Finalist. Led visual design for an AI-driven sports app, creating a strong brand identity and over 30 user-focused interfaces.

Industry Hackathon 2024

Top 50 out of 8,000+ in #IndustryHackathon. Advanced in the design track for creativity and execution. Led visual design for 15+ products, reflecting unique local identities aligned with project goals.

Professional Development & Certifications:

- User Experience (UX) Design Course
- UI/UX Interface Design Course
- Emotional UX Design Workshop
- AI-Based Image Generation Course
- Adobe Photoshop Design Certification
- Digital Marketing Strategies Workshop
- Fundamentals of Graphic Design Principles Course
- Effective Workplace Communication Skills Course

Technical Skills:

- **UX/UI Design** — Designing user-centered interfaces for web and mobile applications.
- **Branding & Visual Identity Design** — Developing cohesive brand identities and visual systems.
- **Social Media Content Design** — Creating engaging digital assets tailored for various platforms.
- **AI-Based Image Generation** — Leveraging AI tools to create and enhance design outputs.
- **Company Profile & Corporate Presentation Design** — Producing professional business profiles and client decks.
- **Advertising Campaign Design** — Designing for digital, outdoor, and indoor marketing campaigns.
- **Packaging Design** — Creating product packaging aligned with brand identity and consumer appeal.
- **Publication & Book Layout Design** — Structuring professional publications, reports and print materials.
- **Outdoor and Indoor Advertising Design** — Developing impactful visual designs for signage and event displays.

Technical Tools:

