



## Occupation

Creative and multitalented designer with extensive experience in graphic design, art, multimedia, marketing, branding, UI&UX. Passionate about art history, and culture, from BCE to present day.

## Objective

I'm seeking a career that will utilise my skills and knowledge in design, culture, archaeology, and art development

## Education

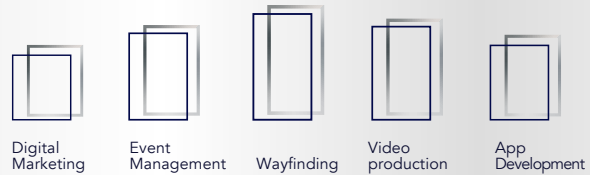
**Bachelor of Graphic Design & Digital Media**  
By: Princess Nora Bint Abdulrahman University, KSA  
GPA (4,76 out of 5) , Graduated with a First Class Honor

**NanoDgree Digital Marketing**  
By: Udacity / partnership with : Google, Facebook... etc

**Professional Certified Trainer (TOT)**  
By: Technical and Vocational Training Corporation

## Skills

Capacity to guide a team of creatives  
Good presentation and communication skills  
In-depth knowledge of Adobe Creative Suite  
Familiarity with manufacturing / printing processes  
High attention to details  
Native Arabic speaker, advanced level in English  
Japanese, elementary proficiency



## Experience

### 2018 Senior Graphic Designer & Brand Specialist at National Center for Privatization & PPP / Dec 2017 - Ongoing

Responsibilities:

- Maintain brand consistency throughout all internal and external projects
- Provide concept and creative direction for collateral and other visual communications media for the company
- Guide, review, and approve designs, artwork, photography, videos, and graphics developed internally and externally
- Coach the team and get the best from everyone and make sure that they meet the deadlines
- Brainstorm creative ideas, and overseeing all design projects, from conception to delivery
- Works closely with different departments and projects: copywriters, exhibition division, project managers, and vendors

Highlighted Projects:

- The Official Video for Privatization Program Launch
- International Investor Guide & National Investor Guide
- Minister's guide to NCP
- Guide to the targeted sectors for privatization
- NCP WorkForce Campaign
- Privatization Benefits Campaign for all Sectors

### 2017 Design Manager at Maak Agency / Aug 2017 - Mar 2018

- Managing the design process and provide art & creative consulting to produce the best work
- Work with account managers and business development teams to create design solutions for clients

### 2016 Lecturer PNU, College of Art and Design / Sept 2016 - Jan 2017

- I was assigned human environmental system & composition design courses.
- I was part of the committee that evaluated the art & design projects of students in different courses.
- Developed a new syllabus for Human environmental system that supports the vision 2030.

### 2015 Graphic Designer at Hmzah Agency / May 2015 - Aug 2015

- Creating a wide range of graphics and layouts for product illustrations, branding, websites, social media... etc
- Working with clients, briefing and advising them from design style, format, print production to timescales

### 2014 Founder of Saf Creative House / Mar 2014 - Ongoing

- Consulting, publication, app development, branding, video making, advertising, workshops, ... and more creative services
- Dezart club, the goal is to raise awareness and discover new things about art, archaeology, history, design and culture

Highlighted Projects:



Bsr3ah App: Developing from the idea, concept, wirframing, UI & UX, to the marketing.



Jalsah App: Developing from the idea, concept, wirframing, UI & UX, to the marketing. It got almost 2 million downloads in both stores.