

KERLES MOKHLES LOTFALAH

GRAPHIC DESIGNER

Date of Birth : 3/07/1996

Marital Status : Single

Military service : Exemption

Nationality : Egyptian

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PROFILE SUMMARY

Creative and versatile Graphic Designer with of experience in visual communication and brand identity development. Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, with a strong eye for detail and a passion for innovative design solutions. Skilled in creating captivating graphics for print and digital media, including logos, brochures, posters, social media assets, and website layouts. Experienced in collaborating with clients to understand their design needs and translating their vision into compelling visual concepts.

EDUCATION

- Bachelor of Science in Information Systems.

WORK EXPERIENCE

- Senior Graphic design at ad2 group Marketing
- Graphic design at WEDO Digital Marketing Solutions

- Freelance graphic design From 2022 Until now.

Job Description

- Conceptualize and create visually compelling designs for print and digital media, including marketing collateral, branding materials, social media graphics, website layouts, and product packaging.
- Develop and maintain brand identities, ensuring consistency across all design assets and adherence to brand guidelines.
- Collaborate with clients or internal stakeholders to understand project requirements, objectives, and target audience demographics.
- Translate client briefs and creative direction into innovative design concepts and mockups that effectively communicate the desired message.
- Execute design projects from concept to final delivery, including research, ideation, sketching, prototyping, and refinement.
- Utilize Adobe Creative Suite software, such as Photoshop, Illustrator, and InDesign, to create and edit graphics, illustrations, and layouts.

COURSES

- Graphic Designer (certificate)

SKILLS

- Expertise in creating visually appealing and impactful designs for various marketing collateral, ensuring consistency with brand guidelines.
- Proficient in Adobe Photoshop, Illustrator, and InDesign, with the ability to leverage advanced tools and techniques to produce professional-grade graphics.
- Skilled in developing brand identities, including logos, color palettes, and typography, to effectively communicate a brand's personality and values.
- Experience in designing print materials such as brochures, flyers, posters, business cards, and packaging, ensuring high-quality output for print production.
- Knowledgeable in designing digital assets for websites, social media platforms, email campaigns, and digital advertising, optimizing designs for online visibility and engagement.
- Strong problem-solving skills to conceptualize and execute innovative design solutions that meet client objectives and address design challenges effectively.
- Understanding of typography principles and layout techniques to create visually balanced and aesthetically pleasing designs that enhance readability and user experience.
- Ability to collaborate effectively with cross-functional teams, including clients, marketers, copywriters, and developers, to ensure alignment on design goals and project requirements.
- Effective time management skills to prioritize tasks, meet project deadlines, and deliver high-quality work within budget and timeline constraints.
- Commitment to staying updated on industry trends, emerging design tools, and best practices through self-directed learning and professional development opportunities.

LANGUAGES

- Arabic - Mother tongue .
- English - B1 Good at Reading and Writing.