



MOHAMED SAID.

ART DIRECTOR & GRAPHIC DESIGNER

EDUCATION

BACHELOR OF LAW

Ain Shams University
2004-2009

DESIGNS EXPERIENCE

13 years as a graphic designer
2007-2023

REFERENCE

Sara Elmahdy

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ABOUT ME

Experienced graphic designer with 13 years of experience excited to help you to expand their works with captivating designs and static assets. Technical expertise and outside-the-box thinking will prove to be a valuable addition to your company creative teams and personal contributions.

WORK EXPERIENCE

2012-2014

GRAPHIC DESIGNER

Roshdy Pharmacies/ Giza

Worked with editorial, product designer, social, and creative teams to design marketing designs assets, which improved ad performance by 19%
Created graphic design standards for products graphic assets, which improved brand consistency for 6 teams
Integrated designs and prints effects to enhance marketing content
Designed over 120 static assets, utilizing different styles and approaches, nearly all of which were included in public campaign efforts

2014-2017

GRAPHIC DESIGNER

Innatural cosmetics / October City

Developed concepts and designs for more than 1500 clients, including consumer products, utilizing Adobe Photoshop and Illustrator
Created design elements for and edited PowerPoint presentations given by the CEO to shareholders and the entire 50-person company

2017-Present

ART DIRECTOR / FOUNDER

Said Designs / Cairo

Designed visual content for Facebook and Instagram posts, which, in total, received over 1,600 points of engagement
Revamped company logo and business cards, boosting brand image

SOFTWARE SKILL

Adobe photoshop



Microsoft Word



Adobe Illustrator



Microsoft Powerpoint



Adobe Indesign



Adobe Premier

