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AN INDEPENDENT BRAND DESIGNER  
& ARABIC LETTERING ARTIST

سألهب

## \* WORK EXPERIENCE

2017 - PRESENT BRAND DESIGNER → INDEPENDENT

- Crafted unique brand identities spanning industries, seamlessly weaving Arabic typography for cultural depth and distinctiveness.
- Created resonant visual stories by collaborating closely with clients to align designs with their brand's core essence.
- Ensured cohesive brand implementation across varied platforms, utilizing visual elements to maintain a strong brand image.
- Integrated Arabic typography to honor cultural heritage and evoke emotional connections in brand design.
- Collaborated closely with clients to translate their vision into impactful designs, resulting in authentic and memorable brand identities.

2021 - 2023 BRAND DESIGNER → KERNING CULTURES

- Designed and executed podcast branding strategies, ensuring alignment with narratives and target audiences for optimal impact.
- Transformed complex stories into captivating visual designs, enhancing listener engagement and brand recognition.
- Worked closely with content creators to translate narratives into compelling visual assets, maintaining brand consistency.
- Designed eye-catching promotional materials, fostering a vibrant online presence and audience growth.
- Created podcast cover art that encapsulated each show's essence, enthraling listeners and reinforcing the network's identity.

2021 - PRESENT CONSULTANT → ARAB REFORM INITIATIVE

- Developed impactful design solutions to communicate complex research effectively, contributing to the organization's mission for positive change.
- Ensured consistent visual identity across reports, infographics, and materials, reinforcing the organization's credibility and message clarity.
- Transformed data into visually compelling infographics, enabling audiences to understand intricate topics easily and supporting informed decision-making.
- Collaborated closely with teams to design materials for advocacy campaigns, amplifying the organization's voice and advocacy efforts on important issues.

2019 - 2021 BRAND DESIGNER → CIRCLE AGENCY

- Studied and researched our clients' market and combined it with their goals to create suitable visual identities.
- Worked closely with communication team members to establish brand continuity and public recognition.
- Analyzed market trends and formulate strategies to reach consumers.
- Supervised all marketing initiatives to ensure that images and messages appropriately contribute to brand identity.

2017 - 2018 PUBLICIS ZOOM, GRAPHIC DESIGNER

## \* EDUCATION

BACHELOR OF GRAPHIC DESIGN  
AN-NAJAH NATIONAL UNIVERSITY

SCIENTIFIC TAWJIHI  
AL-IMAN SECONDARY SCHOOL

## \* INSPIRED BY

BOOK THE DESIGN OF EVERYDAY THINGS

BOOK THINKING, FAST AND SLOW

PERSON TAMIM BARGOUTH

PERSON SAUL BASS

PERSON ALAN WATTS

SERIES MAD MEN

## \* LANGUAGES

ARABIC ENGLISH  
NATIVE EXCELLENT

## \* AWARDS

PRINT AWARDS 2023  
IN-HOUSE CATEGORY, AIZEN

## \* REFERENCES

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DIRECTOR, PALESTINIAN VISION

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DIRECTOR, YABOUS CULTURAL CENTER