

Personal Information

Gender: Female

Nationality: Jordanian

Place of Residence: Istanbul - Turkey

Place of Birth: Jordan - Amman

Date of Birth: 20 March 1989

Marital Status: Single

Education

▶ MA in Visual Communication Design,
GPA: 3.73, Uskudar University, Turkey, 2023

Thesis Topic: A research on the effect of remote work on visual communication designers and the possibility of transforming into a virtual design office in the near future

▶ BA in Computer Science & Applications,
GPA: 2.88, Hashemite University, Jordan, 2011

Graduation Project: A mobile game called "CRACKLE" was implemented using J2ME, it was one of the most appreciated projects proposed in the scientific day at college, also participated in "Orange Apps Awards 2011" for mobile applications and reached the final stage.

▶ General Secondary Certificate, %87.5,
Al-Salam International School, Jordan, 2007

Certifications

▶ **Adobe Certified Associate (ACA)**
Adobe, 2017



- ▶ Visual Design using Adobe Photoshop®
- ▶ Graphic Design & Illustration using Adobe Illustrator®
- ▶ Print & Digital Media Publication Using Adobe InDesign®

▶ **Graphic Design Training**

Graphsense, Jordan, 2017

▶ **Vocational Diploma in Graphic Design & Web design**

Al Khawarizmi College, Jordan, 2012

Technical Skills

- ▶ Adobe Creative Cloud: Photoshop, Illustrator, Indesign, in addition to good knowledge in After Effects, and Dreamweaver
- ▶ Branding, develop corporate Identity
- ▶ Offline Marketing
- ▶ Digital Marketing, Social Media Artwork
- ▶ Mobile Applications Design
- ▶ UI / UX design using Figma
- ▶ Web Design, Front-end
- ▶ Good knowledge in: HTML, CSS
- ▶ Responsive design using Bootstrap 3
- ▶ Joomla / Drupal / WordPress
- ▶ Computer skills MAC, Windows

Personal Skills

- ▶ Creative thinking
- ▶ Eye for details
- ▶ Problem solving
- ▶ Group focus and brainstorming
- ▶ Self-management
- ▶ Ability to learn quickly

Languages

Arabic : Native - Mother tongue

English: Working proficiency

Turkish: Intermediate

Professional Work Experience

Design Consultant

Istanbul Information Technology

July 2021 – Present

Part-time Senior Graphic Designer

Araamis, Remote Work

Oct 2020 – Present

Founder

Dodz, Freelance Design Services, Remote Work

Jan 2012 – Present

Art Director

Unicorn Creationz, Remote Work

June 2019 – March 2020

Senior Graphic Designer

Manaseer Group, Amman, Jordan

March 2015 – August 2019

Part-time Art Director

el-Grocer, Remote Work

October 2017 – July 2018

Graphic Designer

Rocket Internet - ME, Remote Work

May 2014 – February 2015

Graphic Designer

Impact Mena, Remote Work

September 2014 – December 2014

Graphic Designer

Ketab Technologies, Amman, Jordan

October 2013 – April 2014

Web Designer / E-learning Specialist

NUSRV Group, Amman, Jordan

January 2012 – October 2013

Responsibilities

- ▶ Discuss the business objectives with the marketing team / client to understand the requirements of the project.
- ▶ Understand marketing initiatives, strategic positioning, and target audience.
- ▶ Generate clear ideas and concepts.
- ▶ Coordinate activities with the rest of the creative team.
- ▶ Review and approve designs, artwork, and photography.
- ▶ Take work from concept to final execution within deadlines.
- ▶ Assist Marketing team with brainstorming, ideas, and advertising strategies.
- ▶ Determine which colors, images, textures, shapes or other design elements to use.
- ▶ Stay on top of all trends and maintain best practices.
- ▶ Choose and purchase tools, and photos.
- ▶ Ensure consistency in design across all the online and offline marketing channels.
- ▶ Develop material for web, apps, and social media channels.
- ▶ Design logos for products and businesses.
- ▶ Develop the overall layout and produce brand communications, identity programs, advertisements, campaigns, promotional materials, and other publications.
- ▶ Work with the marketing team on exhibition layouts, design, and help with the setup.
- ▶ Advise on the design standards for the material created by other departments on the use and protection of corporate identity.
- ▶ Providing final designs in the required format for printing and follow up with printing press.

References

Available upon request