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WORK EXPERIENCE

May 2020

— Present



Art Director/Graphic Desinger

Freelance

Working on a range of different design and advertising services such as; social media and digital media campaigns, CRM, video production, and video editing as well as logo design, brand guidelines, and visual identity systems.

June 2022

April 2023



Jr. Art Director

Cossette Inc.

- Design promotional campaign layouts, graphics and animations that align with clients' goals.
- Collaborate with account team/clients/fellow creatives to define communication material style, graphics, and content to meet their requirements.
- Utilize photography, illustrations, and typography resources to meet clients' communication needs.

May 2020

Sept 2021



Jr. Art Director



Future Media

- Direct the visual elements of the campaign, come up with interesting and innovative ideas to develop advertising campaigns/content, Graphic design, motion design, concepts, storyboard, set designs, and layout options through presentations, and getting clients to approve the recommended designs.
- Work with copywriters and strategist to develop concepts for integrated campaigns: off-line (Outdoor, Radio, and TV Commercials, Event Branding, Experiential Marketing) and online campaigns (digital and social media and activations).
- Translate marketing strategy into persuasive layouts, brand identities.
- Manage and lead photoshoots and video shoots.

WORK EXPERIENCE



July 2019  **Production Manager**
April 2020  **HAMA Group**



- Manage agency production processes with an understating of artwork production and dispatch to productions, media agencies, printers, PR/event agencies and clients, for print, media, experiential and digital advertising.
- Key channel of communication between the account management team/client and the internal departments to ensure artworks and campaigns deliverables are produced correctly.
- Plan, schedule and traffic all the work through the various creative departments for design, creative and digital.


Nov 2017  **Graphic Designer**
June 2019  **MyeDream - Social Enterprise Incubator**

- Designing social media posters.
- Designing layout for presentations.
- Designing reports for donors and funding organizations.
- Designing exercise materials.

EDUCATION

Sept 2021  **Postgraduate in Advertising: Creative & Digital Strategy**
May 2022  Centennial College - Toronto, ON

Sept 2013  **Bachelor's degree in Administration and economics\statistics and information**
Aug 2018  University of Slemani - Iraq

Aug 2017  **Education & ICT (Information and Communication Technology)**
UNLEASH lab for innovation - Denmark



Summit International Awards - Gold

Applied Arts Awards - Winner

NAC - Silver

New York Festivals Advertising Awards - Silver | Shortlist

Communication Arts Awards - Shortlist X2

