Mohammad Ahmad Al Issawi

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Graphic Designer

Professional Summary:

Experienced in designing compelling print and digital content for marketing and brand campaigns, with a background in working for agency and nonprofit organization. Skilled in Adobe suite and editorial content management.

Work Experience:

Graphic Designer & Digital Marketing   **Beirut, Lebanon - Sep 2019 – Dec 2024**
GRAPHICAD Agency   **Part Time**

- Utilized Adobe Photoshop, Illustrator, and InDesign to create visually impactful branding materials such as billboards, banners, and posters.
- Managed social media accounts, creating content, scheduling posts, and analyzing performance metrics to optimize reach.

Art and IT Teacher   **Beirut, Lebanon Oct 2023 – May 2024**
CTC Institute   **Part Time**

- Delivered comprehensive training in graphic design, focusing on drawing techniques.
- Taught IT fundamentals, including Microsoft Office applications, enhancing students' technical skills.

Senior Graphic Designer & Social Media   **Beirut, Lebanon July 2023 – July 2024**
TAMAMCO Library   **Part-Time**

- Designed logos, brochures, and flyers, enhancing brand visibility and engagement.
- Oversaw social media strategies, leading a team to create cohesive branding materials for campaigns.

Digital Designer   **Saida, Lebanon June 2022 – June 2023**
Orphan Welfare Organization & UNICEF   **Hybrid (Remotely – Onsite)**

- Designed dynamic graphics, After Effects animations for social media, and presentations to engage target audiences.
- Created compelling data visualizations, infographics, and PowerPoint presentations to communicate key messages effectively.
- Edited scripts and developed animations and presentations using industry-standard software.
- Integrated images, graphics, and special effects, ensuring seamless synchronization of frame and audio.
- Collaborated with marketing teams to devise strategies to increased visibility and audience interaction.

Digital Designer   **Saida, Lebanon June 2017 – Nov 2019**
PradzCity Agency   **Full Time**

- Created print and digital materials using Adobe Suite, ensuring high-quality design and accurate
- dimensions Managed design projects from concept to final production.
- Collaborated on visual materials for Commercial's shop, ensuring adherence to branding guidelines.

- Responsible for desktop publishing and creating print and digital publications using various design software to meet diverse client needs.
- Managed all office operations, streamlining workflows for efficiency.

Special Projects

- **United Nations (2022):** Designed a new ID concept for WFDP and OHCHR, contributing to international branding initiatives.
- **KASKO Digital Marketing (2021):** Created and executed social media content strategies, increasing engagement by 25%.

Education:

- Bachelor of Science in Interior Design – AUL University, Jadra, Lebanon (2014–2017)
- Certificate in Graphic Design – CIS College, Beirut, Lebanon (2019–2020)
- Diploma in IT – STC, Sibline, Lebanon (2009–2011)

Certifications:

- Adobe Animate, After Effect, Premier – CIS (2023)
- Digital Marketing – Lead & Mercy Corps (2021)
- Microwork – UNRWA & UNICEF (2019)
- CISCO Certification – Sidon Orphan Vocational Training Centre (2011)

Skills:

Software Skills

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere

- 3D Modeling and UI Design Tools

- Social Media Management Platforms

- Microsoft Office Suite: Word, PowerPoint, Excel

Soft Skills

- Creative Problem-Solving

- Team Leadership and Collaboration

- Time Management and Effective Communication

Languages:

- Arabic: Native Proficiency
- English: Full Professional Proficiency
- French: Basic Proficiency

Portfolio

A collection of design works and successful projects is available upon request.