

# Amira Al Sayegh

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## Profile

Passionate Graphic Designer with 2 years of experience producing impactful branding, digital designs, UIXprojects.. Skilled in Adobe Creative Suite, and visual storytelling. Have a wide experience at managing projects from concept to delivery, ensuring brand consistency and cultural relevance across all materials.

## Core Skills

- Design Software: Photoshop, Illustrator, InDesign, Figma, After Effects, Davinci Ressolve
- Design Expertise: Branding, Logo Design, Social Media Content, Print & Digital Layouts, UIX, Motion Graphic, Illustration

## Professional Experience

### **Branding & Social Media Specialist | Innovatic Ideas S.A.R.L | Nov 2023 – May 2024 | Aley, Lebanon**

- Designed unified brand identities, logos, and visual standards for over 10 clients.
- Created multilingual digital and print materials aligned with brand guidelines, improving audience reach by 35%.
- Produced engaging social media visuals, increasing online engagement by 40%.
- Conducted market research to ensure creative output matched target audience needs.

### **Freelance Graphic Designer | May 2024 – Present**

- Developed branding assets, website banners, and illustrations for different projects.
- Designed print and digital layouts in both English and Arabic (RTL)

### **Freelance Graphic Designer – Upwork | Feb 2023 – Oct 2023**

- Retouched 50+ images and designed 10 promotional materials (flyers, brochures)
- Delivered culturally adapted designs for international audiences
- Managed multiple projects under tight deadlines, achieving client satisfaction.

## Education

Bachelor of Visual Arts and Communication – Lebanese University (2021 –2025)