

SHADI HAMDAN

Graphic Designer

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EXPERIENCE:

Video Editor & Graphic Designer

Brandsformers (Digital marketing agency)

June 2025 - Present

Zouk Mosbeh, Lebannon

- Produced **video content**, **motion graphics** and **logo animations** for diverse clients, including hotels, restaurants, finance and shipping companies, specifically optimizing content for social media platforms.

-Created content by using **After Effects**, **Adobe Illustrator** and **Adobe Photoshop**.

-Created **AI content** using **Freepik**, **Kling**, **Ideogram**, **Chatgpt**.

AI Content Creation Internship

Kunatic

April 2025 - May 2025

-Generate **realistic AI photos and videos** for clients using advanced generative tools.

-Use AI platforms such as **Runway**, **Kling**, **Ideogram**, and **others** to deliver high-quality visual content.

Fintech Application Design Internship

Kunatic

August 2024 - September 2024

-Designed a **fintech app** by developing **UI/UX designs**, wireframes, and prototypes in **Figma**.

- Collaborated with cross-functional teams to improve accessibility and functionality, focusing on the needs of fintech users.

Projects:

Holive Application Design

February 2025 - May 2025

-Designed **Holive**, a mobile **alternative medicine application** focused on natural healing practices using **Figma**.

-Included features like meditation, reflexology charts, natural remedies, and a smart recipe generator.

Najjar Coffee Packaging Design

January 2025

-Designed packaging for **four flavors** of Najjar Coffee, a Lebanese brand.

-Used **Illustrator** for the designs and **Photoshop** for realistic **mockups**, ensuring brand consistency.

EDUCATION:

B.A. in Graphic Design

Lebanese International University - School of Arts and Sciences

Sidon, Lebanon

June 2025

SKILLS:

Adobe Creative Suite(Illustrator, Photoshop, Indesign, After Effects, Premiere, XD), Figma, Video editing, Motion Graphics, 2D Animation, Ai Content Creation, Branding Design, Packaging, Posters, Typography