

Asma Binladen

Graphic Designer

6 years of experience working with different brands. Expert in developing brand identities and facelifting, conducting product photography, ensuring high-quality visuals for promotional campaigns, and more.

Design Skills

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premier Pro
- Muse
- Microsoft Word
- PowerPoint
- Excel

Language Skills

- Arabic Native
- English Fluent

Contact

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- Asmaadesigns.com

Experiences

- Graphic Designer - NOVASat Company 2023 - Current
 - Facelift visuals of branding elements.
 - Promotional social media materials designing.
 - Presentation design.
 - Content writing.
- Graphic Designer - Golden Line Printing Company 2021- 2023
 - Enhancing brand identity and facelift visuals.
 - Developing marketing materials, such as social media graphics and comprehensive company profile.
 - Conducting product phtography for promotional campaigns.
 - Fostering effective communication with stakeholders, including clients, and team members to understand the needs, and collabrate on successful projects.
- Graphic Designer - Zawa Advertising Agency 2020 - 2021
 - Designed engaging marketing materials specializing in creating impactful social media visuals for a variety of brands.
 - Drew Storyboards for clients for better visualising.
 - Devoloped unique logos along with integrated brand identities.
- Graphic Designer - Marketing Department of Farm 2018 - 2019
 - Designed impactful marketing materials, such as roll ups, eye-catching signages, social media posts, and other prints.
 - Designed visually appealing infographics for employees.
 - Provided memorable brand experience by designing local product packages, such as spice packs, and water bottles.
- Graphic Designer - Wilkes University, USA. 2015 - 2016
 - Worked while studying at the marketing department, designing promotive materials such as informative freshman booklets, and unique handouts.

Freelancing Projects

- Logo Design - Pocono Bike Rental, Pcocono, PA
- Infographic print - Covid-19 awareness bundle design.
- Kids Game - Happy Cherry included, illustrations and consistant bundle design

Education

Bachelor of Arts in Integrative Media, concentration: graphic design, Wilkes University, Wilkes-Barre, Pa. GPA : 3.66/4.0