

PROFILE

Highly skilled and versatile Senior Graphic Designer with extensive experience in developing impactful brand identities, executing marketing strategies, and delivering visually compelling designs. Since 2014, I've honed my skills through both freelance work and traditional roles. This experience provides a unique blend of creativity, strategic thinking, and independent project management.

EXPERIENCE

<div><div>Sr. Graphic Designer</div><div>Wolfhead Agency · Full-time</div></div> <div><ul style="list-style-type: none">• Creating and developing new brand identities and visual systems.• Creating brand guidelines and usage manuals to ensure consistent application of the brand across all platforms.• Collaborating with clients to understand their brand values and aesthetic preferences.• Presenting design concepts and ideas to clients and incorporating their feedback into the design process.</div>	<div>Nov 2023 - Present</div>
<div><div>Sr. Graphic Designer (with Marketing Management Experience)</div><div>GymTech · Full-time</div></div> <div><ul style="list-style-type: none">• Developed and executed marketing campaigns that aligned with business goals.• Managed timelines, budgets, and cross-team collaboration on marketing projects.• Analyzed market trends, campaign performance, and adjusted strategies accordingly.• Directed the creation of diverse marketing materials like website copy, social media assets, and campaigns.• Boosted social media engagement by 24% through a new content strategy.</div>	<div>Mar 2023 - Nov 2023</div>
<div><div>Brand Identity Developer</div><div>Graph Design House · Contract</div></div> <div><ul style="list-style-type: none">• Creating and developing brand identities and visual systems.• Creating brand guidelines and usage manuals to ensure consistent application of the brand across all platforms.• Collaborating with clients to understand their brand values and aesthetic preferences.• Presenting design concepts and ideas to clients and incorporating their feedback into the design process.</div>	<div>2020 - 2021</div>
<div><div>Graphic Designer</div><div>Alwasail Industrial Company · Full-time</div></div> <div><ul style="list-style-type: none">• Designing and creating visual elements and layouts for brochures, catalogues, and other publications.• Updating and creating employee cards, official forms, contracts, and signs. In addition to marketing materials for seminars and conferences.• Creating and editing artwork for the company's website, advertisements, and other marketing materials.• Preparing artwork for production, including color correction and pre-press processes.• Collaborating with other departments to ensure the company's visual identity is consistent and well-presented.• Meeting tight deadlines and multi-tasking on high-demand projects.</div>	<div>2018 - 2020</div>
<div><div>Sales Representative</div><div>Abdulrahman M. M. Est. Trading · Full-time</div></div> <div><div><ul style="list-style-type: none">• Greeting customers and responding to their needs.• Answering customer inquiries about product availability and prices.</div><div><ul style="list-style-type: none">• Recommending products to customers.• Helping customers make informed buying decisions.• Assisting in the inventory process.</div></div>	<div>2016 - 2018</div>

Elyas M. Almalik

SR. GRAPHIC DESIGNER / ART DIRECTOR

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SKILLS

- **Leadership:** Ability to lead and inspire a team of designers, providing direction, guidance, and constructive feedback to foster creativity and achieve project objectives.
- **Strategic Vision:** Capacity to develop and communicate a creative vision that aligns with the organization's goals and resonates with target audiences.
- **Creative Direction:** Strong aptitude for conceptualizing and directing creative projects, ensuring that artistic concepts are executed effectively and in line with brand identity and objectives.
- **Design Expertise:** Proficiency in design software such as Adobe Illustrator, InDesign, and Photoshop, coupled with a deep understanding of design principles, including color theory, typography, and layout.
- **Branding and Identity:** Experience in developing and maintaining brand identities, including creating brand guidelines and ensuring consistent application across various platforms.
- **Project Management:** Effective project management skills, including the ability to prioritize tasks, allocate resources, and meet deadlines while overseeing multiple projects simultaneously.
- **Collaboration:** Proven ability to collaborate cross-functionally with stakeholders, including clients, marketing teams, and other departments, to ensure alignment and successful project outcomes.
- **Communication:** Strong verbal and written communication skills, with the ability to articulate creative concepts, provide feedback, and present ideas persuasively to internal and external stakeholders.
- **Adaptability:** Flexibility to adapt to evolving project requirements, market trends, and technological advancements while maintaining a focus on quality and creativity.
- **Problem-Solving:** Aptitude for identifying challenges, brainstorming innovative solutions, and making informed decisions to overcome obstacles and achieve project objectives.