

[WEBSITE ↗](#)[LINKEDIN ↗](#)

## EDUCATION

**2019-2020** Master  
Degree of Science:  
Interaction Design  
Malmö University.

**2013-2015** Master  
Degree of Arts, Central  
Saint Martins, University  
of the Arts London.

**2004-2009** Bachelor  
of Applied Arts, Art and  
design academy, Cairo

## INFO

**SPECIALISED** in  
Brand identity, Digital  
Design, Art Direction,  
Typography, Motion  
Fine Arts, Project  
Management, Creative  
Concept Design and  
Communication.

**USING** Adobe creative  
suite -Ps. Ai. Ae. Id.-  
Figma, Webflow  
PowerPoint, Keynote.

**SPEAKING** Arabic and  
English Full professional  
proficiency.

- I am Karim, a Malmö-based visual artist, Brand Designer/Art Director. I enjoy and aim, to create an impactful, emotional, and clear relationship between products and customers. I have been working in the design industry for more than 12 years. My skills in brand identity, art direction and digital design have been honed over the years through my work in Cairo, Dubai, and Malmö, and I am proud to have made my mark at some of the most renowned agencies in the industry, such as Aroma, FP7 Mccann, Leo Burnett, and Rocket Internet.

### DEC 23 - JUN 25

#### Senior Graphic Designer, Contract, Åberg Media, Gothenburg

- Proven leadership in enhancing products and brands, adept at audience understanding, brand differentiation, and crafting engaging content across various platforms. Collaborated with clients like Ledventure, My NewDesk and Hubbau for compelling digital designs. Successfully improved Åberg Media's brand identity and website. Instrumental in creating assets and systematic guidelines. Committed to continuous improvement and delivering impactful results to increase brand awareness and value.

### 2021 - 2022

#### Graphic Design Consultant, FrankValiant, Malmö

- Collaborated with high-profile clients such as Maersk Drilling and Atlas Copco to create compelling digital and print designs, including UI design, that met their needs.
- Utilized design thinking and creative problem-solving to develop effective branding strategies that helped clients reach their target audience and achieve their goals.
- Produced engaging digital content that increased brand awareness and value.

[WEBSITE ↗](#)[LINKEDIN ↗](#)**2016 - Present****Freelancer, Malmö**

- Partnered with clients, including Historielabbet <sup>2023</sup>, Pemo <sup>2022</sup>, Migration Memory Encounter <sup>2021</sup>, Skånes Konstförening <sup>2019</sup> and Malmö Stad <sup>2018</sup> to provide top-quality brand identity and visual design services.
- Employed design thinking and user research to develop designs that resonated with clients' audience and conveyed their messages effectively.
- Created responsive designs for both mobile and desktop platforms to ensure maximum reach.
- Produced content for social media and other marketing channels that effectively communicated clients' unique value propositions.
- Stayed up-to-date with emerging trends in digital design and marketing, incorporating them into designs for optimal results.

**2023****Brand Designer, Pemo, Dubai**

- Led the creation of the brand identity, encompassing naming, art direction, and web development during the launch phase. Collaborated closely with the product team to ensure a seamless user experience and visual satisfaction while maintaining consistency. Worked collaboratively with the founders to establish comprehensive brand guidelines.

**2018 – 2021****Art Director, Malmö Stad, Malmö**

- Malmö Konstmuseum : Developed graphic design for an exhibition at the museum, collaborating closely with museum curators, staff, and participating artists. The design aimed to effectively convey the exhibition's tone and the message of the artworks, aligning with the institution's guidelines.
- Migration Memory Encounter : Took the lead in creating the brand identity for a three-year project, overseeing art direction in both print and digital mediums, along with web development. Collaborated with the team, actively participating in meetings to establish comprehensive brand visuals and ideas for the project's duration.

**2016 – 2017****Art Director, American University in Cairo (AUC), Egypt**

- Collaborated with design & Communication and Science departments to craft the visual identity for Pyxis - invention space is a Science Lab. To encourage innovation within emerging fields through the collaboration of Science, Art and Design students

**WEBSITE <sup>↗</sup>****LINKEDIN <sup>↗</sup>****2015****Art Director, Sony Music, Middle East**

- Partnered with Sony's talent program to design the visual identity for an emerging Egyptian singer, Nathalie Saba. This collaboration involved the creation of a name signature and covers for her singles.

**2012 - 2013****Regional Art Director, Souq.com, Amazon, Dubai**

- Collaborated with communication and marketing managers to create impactful advertising campaigns that met business objectives.
- Generated innovative ideas and pitched them to the CEO to garner buy-in.
- Produced designs that aligned with the company's branding strategy and effectively communicated its value proposition.
- Managed multiple projects within budget, ensuring deadlines and objectives were met.
- Led design teams across multiple platforms to maintain brand consistency and cohesion.

**2011 - 2012****Graphic Designer, Rocket Internet, Dubai**

- Worked closely with the marketing team to create effective designs for Namshi.com and Mizado.com, including banners, landing pages, newsletters, and ad campaigns for social media and other marketing channels.
- Designed parts of websites to enhance user experience and engagement.
- Employed design thinking and creative problem-solving to meet project goals.

**2006 - 2010****Graphic Designer, Equinox Graphics, Egypt**

- Created visually appealing designs for advertising campaigns across print and web platforms that effectively communicated clients' messages and value propositions.
- Employed design thinking and visual art principles to develop designs that resonated with clients' audiences.

**CONTACT**

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- *Thank you*