

Iman Al Ajami

Graphic Designer | Advertising & Art Direction

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Profile

Creative designer with experience developing campaign ideas, brand systems, and integrated visual executions. Skilled at transforming insights into compelling concepts across multiple platforms. Driven by curiosity and a desire to challenge conventional thinking, consistently pushing ideas beyond predictable solutions.

Experience

Graphic Designer Intern

Highest Resolution Ltd | 2026

- Contribute to creative development within a fast-paced studio environment
- Collaborate with designers and creatives on client and internal projects
- Support the creation of brand assets and multi-platform visual content
- Assist in concept development and campaign execution

Freelance Graphic Designer

Louma Makeup Artist | 2026–Present

- Designed and developed the complete visual identity for the brand.
- Created social media graphics and promotional marketing materials.
- Designed a large-format roll-up banner for events and exhibitions.
- Maintained a consistent visual identity across digital and print platforms.

Creative & Academic Campaign

Experience

Humber College | 2025 – Present

- Develop integrated campaign concepts from insight to execution
- Lead art direction and creative thinking across academic, brief-driven projects
- Generate big ideas and translate insights into visual and conceptual executions across multiple platforms
- Design multi-platform campaign assets, including print, OOH, social media, and motion

- Build comprehensive brand systems, including identity, typography, colour, and messaging
- Apply strategic thinking through audience insights, research, and brand positioning
- Participate in critique sessions, refining and strengthening work through feedback and iteration
- Manage the full creative process from research and ideation to final presentation and execution

Photography Content Creator

Instagram | 2025–Present

- Curate a visual portfolio focused on storytelling through composition and lighting
- Apply art direction principles to enhance creative output
- Produce and edit content that strengthens overall visual communication

Education

- Humber College – Toronto, Canada
Advertising & Graphic Design Diploma
Professional Development
- Coursera
AI For Everyone (Completed – 2026)

Gained foundational knowledge of Artificial Intelligence, AI applications, business strategy, and responsible AI implementation.

Skills

- Art Direction & Concept Development
- Campaign Thinking (360°, OOH, Social)
- Branding & Identity Systems
- Creative Strategy (Insights, Briefs)
- Copy & Idea Development (Headlines, Concepts)
- Presentation & Pitching

Tools

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Figma.

References

Louma Makeup Artist - Client Reference
Phone: +1 (289) 400-6434