Afnan k. fadda

Nationality: Jordanian

Date of Birth: 25th of May 1985

Material Status: Married

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EXECUTIVE SUMMARY

Since graduating with a BA in Graphic Design in 2008 I have nearly 9 years professional design experience within advertising, publishing and marketing roles for a broad range of clients, across a variety of sectors/industries. I enjoy keeping up with current design trends. I have a passion for design with purpose and a proven ability to deliver original, effective products within the constraints of time and budget.

I am also bi-lingual (English – workplace proficient, and Arabic – fluent).

OBJECTIVE

My goal is to create exciting and innovative designs for print and online media within an exciting, design-focused role and environment that both challenges and enhances my current knowledge and skills.

SKILLS & ATTRIBUTES

I have experience in, and have held responsibilities for: research, design production, supervision and final execution of branding, collateral, visual identity brochures, catalogues, ads and packages

* Research and analysis.
* Brainstorming and mocking up design ideas.
* Knowledge of layout principles and design concepts: Ability to arrange layouts based upon available space, illustrative material and selecting style and size of type.
* Excellent skills in Adobe Photoshop, Illustrator, InDesign, After Effects and Acrobat.
* Ability to follow briefs and work as part of a team or create briefs and see the creative process through to completion individually, as demonstrated by my freelance experience below.
* Working under pressure: I consistently meet deadlines, have a creative approach to problem solving and manage change quickly and effectively.
* Content Management System (Joomla) in web design.
* Fluent Arabic (first language) in addition to workplace English.

EMPLOYMENT STATUS

I am fully resident in the UK with my British husband; and my resident permit allows me full legal rights to UK employment. Prior to moving to the UK I lived and worked in the UAE (Dubai).

EMPLOYMENT EXPERIENCE

**DUKES DUBAI HOTEL (5\*) Dubai – UAE September 2016 – March 2019**

**Senior Graphic Designer**

My responsibility in the Pre-opening was to create the brand guidelines and the collaterals in both languages English and Arabic, successfully created the branding and marketing materials of 279 rooms, front office and seven outlets in the DUKES DUBAI Hotel located at the trunk of Palm Jumeirah.

Key Achievements:

* Branding the hotel collaterals, marketing materials, menus for rooms and hotel outlets such as (DUKES Bar, DUKES Cigar and Whisky Lounge, DUKES Champagne and Tea Lounge, Khyber Restaurant, Great British Restaurant, DUKES Beach Club, West 14th steak house and DUKES Kids Club).
* Concept and design for consumer and business facing website, emails, and other marketing campaigns as needed.
* Creating designs for the seven outlets promotions and advertisement print and digital campaigns.
* Full layout design, proof, print and delivery of materials, banners, signs, business cards, F&B collateral and menus for all outlets upon approval.
* Managed the soft opening advertisement digital and print campaigns.
* Working closely with F&B, briefing and advising them with regard to design style, format, print production and timescales.

**EFS Facilities Services Dubai – UAE March 2012 – June 2016**

**Graphic Designer**

Providing graphic designs and assisting in the production of all marketing and branding materials, from creation to completion, as part of a fast-paced marketing department.

Managing social media marketing campaigns: newsletters, company website and intranet content.

Key Achievements:

* Rebranding the company: all marketing collaterals including company uniform and transport guidelines, corporate videos, signage, corporate profile presentations and brochures.
* Designing Madad IT software campaign & EFS Education Initiative.
* Employee of the month February 2013

**Landmark Group/ Babyshop Dubai – UAE December 2010– March 2012**

**Graphic Designer**

Key Roles & Responsibilities:

* Develop and maintain a brand-appropriate visual merchandizing strategy that optimizes the use of space available and communicate this to merchant and planning teams, ensuring implementation in all retail stores across the GCC.
* Designing illustrations for various brands, toy packaging, window displays and signage/graphic rollouts in partnership with merchandizing, marketing and creative teams.
* Advising on the general appearance of stores.

**Front Row Publishers and Media Services Amman - Jordan January 2009 – December 2009**

**Graphic Designer**

* Designing layout pages and editing photos for Jordan Business magazine.
* Creating themes, providing ideas and support all magazines teams.
* Discussing the photo quality with photographers and art directors.
* Reviewing prints and supervising the printing process.

**FREELANCE EXPERIENCE** **Dubai- UAE**

**Mochi the art of embroidery**

* Drawing sketches of fashion products, emphasizing the unique embroidery on the fabric.
* Advising on brand building and marketing.
* Designing the logo, artworks for the promotional events and all branding production: labels, bags, tags, packaging, invoices etc.
* Creating event page and designing invites by using social media networking.
* Designing a Video teasers & campaign for the new mochi collections.

**Motivate Publishing**

* Designing layout pages and editing photos for SPEND IT magazine, Autumn/ Winter 2010 - 2011
* Providing technical support for company teams.
* Photo retouching and creative artworks.
* Reviewing prints and supervising the printing process.

**Abdul Samad Al Quarshi (The house of Auod, Amber & Perfumes)**

* Designing perfume ads & campaigns
* Creating new themes that meet the targeted audience, and following the marketing strategies of the brand.

**Pink Pepper Photography**

* Photo retouching and digital photography reprinting.
* Album design concept and artwork layouts.

**Drum Beat Marketing & Media**

* Designing newsletter for Dubai World Trade Centre – Cityscape 2008.
* Inkel Tower catalogue or Al Furjan Tower.

EDUCATION

BA Degree in Graphic Design - School of Architecture & Art

University of Petra - Amman, Jordan 2003 – 2008

GRADUATION PROJECT

Graduation project: An advertising campaign for CSSAR (The Center for the Study

Architecture in Arab Region). Grade ‘A’ (Excellent).

* An international conference held on November 2008 at the University of Petra, Amman, Jordan.
* The campaign included many promotional materials such as posters, program book, map, logo, invitation cards, bags, badges, t-shirts, packaging, gifts and more.

UAE High-School Certificate (Literature Curriculum)

Al Raya High School - Dubai, UAE 2000 – 2003