

Muhammad Abdel Monem

Web / Graphical Designer

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📍 Abu Dhabi

📅 03 Feb 1981

🇪🇬 Egyptian

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Profile

Proficiency in WordPress, Adobe Creative Suite, and other design software.

Web Graphic Designer knowledgeable about logos, Branding, marketing materials, and website design.

Demonstrated success at providing complete business services to corporate clients.

Results-oriented Graphic Artist is successful at applying technical skills to create art that informs and engages customers.

Clear communicator and collaborative team player with an eye for detail and skill in customer relations.

Strong knowledge of branding, marketing, and advertising principles.

Excellent communication and collaboration skills.

Professional Experience

Oct 2023 – present

Abu Dhabi, UAE

Art Director

Tadreeb Internship Opportunities

At Tadreeb, serving as an Art Director / Graphic Designer, I spearheaded branding and website design initiatives, elevating the digital presence of Tadreeb and its affiliated group companies.

My role encompassed managing and strategizing content for social media platforms, ensuring cohesive brand messaging and engagement across all channels. This multifaceted position allowed me to blend creative vision with strategic marketing to significantly enhance our corporate identity and online visibility.

Mar 2023 – Sep 2023

Al Ain, UAE

Art Director / Social Media Designer

Pro London Institute

Led social media design and strategy efforts for Pro London Institute, creating visually stunning designs and implementing effective marketing campaigns.

Designed and developed the company's website and Instagram profile, ensuring a cohesive brand image across all platforms.

Successfully increased brand awareness and engagement through innovative social media campaigns and strategies.

Utilized Adobe Creative Suite and web design technologies to create visually appealing and engaging social media content.

Collaborated with marketing team to develop and implement engaging content for social media platforms.

Jul 2022 – Dec 2022
Cairo, Egypt

Art Director / UI Designer
Zain Marketing Agency

As an Art Director at Zain Marketing Agency, I led a team responsible for creating visually stunning designs for the agency's clients.

My responsibilities included website design, stationary identity, roll ups, marketing strategy, brochure design, and other common design projects for the agency.

Designed and developed a website for one of the agency's major clients using WordPress, resulting in increased traffic and engagement.

Created a full stationary identity for the agency, including business cards, letterheads, and envelopes, ensuring a consistent and professional brand image.

Designed roll-ups for various events and exhibitions, capturing the attention of potential clients and generating leads.

Developed a successful marketing strategy for a major client, resulting in increased brand awareness and sales.

Designed a brochure for a new product launch, highlighting its features and benefits and generating interest among potential customers.

May 2016 – Jun 2022
Cairo, Egypt

Web & Graphic Designer
Freelancer

Building Business Brand and Website Solutions to match Business requirements.

Illustrated page design concepts by blending arrangement, style elements to meet good preferences.

Provided front-end website development using WordPress.

Planned website development, converting mockups into usable web presence with HTML, WordPress.

Determined coding requirements for site creation, including e-commerce capability.

Implemented website maintenance, content management, update, and security resource tutorials to assist end-user training.

Consulted with the marketing department to Achieve organizational requirements, then compile, refine and generate webpage roadmap to achieve objectives.

Generated web hosting presence to accommodate specified needs, uploading and maintaining files on the account.

Dec 2010 – May 2016
Cairo, Egypt

Senior Web Designer
Breakpoint Solutions

Advised client on website marketing and funnel strategies based on comprehension of SEO and web best practices.

Conceptualized, planned and executed original designs for wide range of website properties.

Dec 2009 – Nov 2010

Senior Web Designer
Connectme TV

Converted graphic designs to usable web images using Adobe Photoshop, Code editor.

Developed functional digital design concepts across various platforms to

strengthen company brand and identity.

Mar 2006 – Nov 2009
Cairo, Egypt

Web Designer
NileWeb Hosting Provider

Converted graphic designs to usable web images using Adobe Photoshop, Code editor.

Developed functional digital design concepts across various platforms to strengthen company brand and identity

Feb 2003 – Feb 2006
Cairo, Egypt

Web Designer / Graphic Designer
hiDemo Advertising Agency

I served as a dedicated Graphic Designer, where I was responsible for conceptualizing and implementing creative solutions for a diverse range of advertising campaigns. My role involved collaborating closely with the creative team to produce compelling visuals and designs that effectively communicated the clients' messages and enhanced brand recognition.

 **Skills**

Branding Identity – Expert

Expert in crafting compelling brand identities that resonate with target audiences, utilizing strategic thinking, creative design, and market research to drive brand differentiation and loyalty.

UX Design – Proficient

Production layouts – Expert

Logo design – Expert

Social media marketing – Competent

Website Design – Expert

Proficient in creating visually stunning and user-friendly websites that elevate brands and engage audiences effectively.

Website optimization – Proficient

Visual design – Proficient

Advertising understanding – Proficient

 **Languages**

• English

• Arabic

 **Software**

illustrator – Expert

Figma – Proficient

Wordpress – Expert

CSS – Proficient

Adobe XD – Proficient

Photoshop – Expert

HTML – Proficient