



# ALAA ELALFI

GRAPHIC DESIGNER



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Hello,

Please allow me to introduce myself. My name is Alaa El Alfi, and I have been a graphic designer for more than 10 years, working on different digital products, marketing materials and print products for Different companies and commercial agencies serving all kind of media fields.

My abilities and experience are far-ranging. I have all the necessary skills to see a given project from first idea through conceptual development and design to final product, even trouble-shooting computer software and hardware if necessary along the way.

I am comfortable with Mac OSX as well as Windows. In addition, I have in-depth experience about almost all top designing software, including the following: Adobe Photoshop, Adobe Premier, Adobe Illustrator, Adobe XD, Sketch, Final Cut Pro and Adobe Acrobat. Good communication and listening skills are paramount for a graphic designer, and I excel in both verbal and written communication. I am a team player to the core, but am also at complete ease when working alone. I have attached a copy of my resume as well as the link to my online portfolio for your reference.

I hope that you will keep me in mind and my resume on file for any current or future available openings. If you would like me to provide further employer references, please don't hesitate to call or e-mail me.

Alaa El Alfi





# ALAA ELALFI

UI / UX Designer / Graphic Designer

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## Summary

Graphic and UI/UX Designer with great experience in digital and printed design & working with managers, project managers, designers, and developers to develop, design, and implement mobile apps, web applications and corporate websites using the latest softwares and frameworks.

I am also experienced with product packaging, print collateral, advertising, annual reports, Special emphasis on conceptual design and communication goals.

High attention to detail. Comfortable with information architecture, project management, and business development. Easy to work with, and passionate about developing and focusing the skills of the teams around me. Ideas come first. I'm a natural problem-solver. Give me a good proposition, and I'll give you original concepts. I'm also articulate; I can brief client services as easily as I can present to clients. Excellent skills in Adobe Creative Suite (Adobe CC) including XD, Photoshop, Illustrator, InDesign, and Dreamweaver. Strong Skills in HTML, CSS, Flash and After Effects. Strong troubleshooting skills Mac or PC, Excellent skills in Design & Prototype apps like Invision, Framer, Figma, Sketch and Adobe XD.

## Experience

**Go Logistics** (Oakville) [www.gologistics.net](http://www.gologistics.net)

**Graphic Design Lead / Marketing & Communication Assistant**

Present

- Maintaining brand consistency throughout all the company layouts and designs.
- Transforms complex tasks into intuitive, accessible, and easy-to-use designs through the entire experience lifecycle, from the first-time user to the expert.
- Leads and guides the discovery of customer and business needs through contextual inquiries, generative and quantitative research.
- Create and develop creative briefs based on brainstorming meetings and sessions.
- Communicate and follow-up with the printing press and video production house including quote requests.
- Create and organize video and photoshoots sessions of products based on storyboards and schedules.
- Sets the design direction and strategy. Leads others to execute visual, information, interaction, and service design elements of the initiative that meets business and customer need and delights customers.
- Communicates the initiative and product to others, including senior management, through user journeys, storyboards, prototypes, wireframes, and other materials.
- Sets the direction for the usability of new and existing products, makes adjustments to align with shifting customer expectations.
- Establish research methods and strategies, conduct studies, and present findings that will inform

improvements in the customer experience.

- Take brand guidelines to create fresh and inspiring design assets that run across a variety of channels. include (but are not limited to): digital ads, social media design, email design, presentation design, animated ads, and social media posts
- Manage all social media account graphics and posts curation for the company and its sister companies.
- Work cross-functionally with sales, marketing, and other departments to ensure on-time delivery of assets and clear communication of production schedules using different communication channels like (Slack, Trello, Microsoft teams, and more.
- Inspire and influence the team by bringing new ideas to life to constantly elevate the brand.

**247 Labs** (Toronto) [www.247labs.com](http://www.247labs.com)

### **Senior UI/UX Designer**

May 2020 - February 2021 (6 months Contract & Extended)

- Work closely with Project managers and Developing team to ensure designs are executed as designed
- Collaborate with agile, multi-disciplinary teams to evaluate the feasibility of proposed features and create phased approaches to development
- Starting with the customer and working backward; leveraging customer feedback, in-depth site analytics, internal subject matter experts, and research findings
- Develop and nurture relationships across teams and disciplines to promote collaboration and efficiency on Amazon projects
- Quickly come up with insightful workflows and simple solutions to complex interaction design problems
- Experience in UX design within a digital product or agency setting; 4+ years including graphic and other design experience
- Solve UX problems creatively and effectively, using quantitative data and qualitative inputs from users
- Able to work cross-functionally and constructively take feedback from designers and non-designers
- Highly proficient in Sketch, Adobe XD, Invision, Figma, Illustrator and Photoshop

**ZR Printing & Graphics** (Mississauga) [www.zrprinting.com](http://www.zrprinting.com)

### **Graphic Designer / Marketing Assistant**

September 2016 - December 2019

- Design prints and digital marketing pieces.
- Design wide format prints ( Vinyl Banners, Posters, Coroplast signs, Styrene Signs)
- Edit & manipulate photos & customer files.
- Obtain approval of concept by submitting rough layout for approval.
- Prepares work to be accomplished by gathering information and materials.
- Plans design concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type style, folding, die-cutting and related aesthetic concepts.
- Completes projects by coordinating with sales & marketing associates, outside agencies, art services, printers, etc.

- Operate and Support the overall creative work of the studio, bringing new ideas and input to feed campaigns and larger brand programs
- Create on-brand solutions for both print and packaging for various brands.
- Create and deliver production-ready art for mass production
- Design online content for web, email and social marketing channels and campaigns.
- Prepare files for prepress as necessary for both digital or offset production.
- Plan, create, launch, & manage company website graphics and designs.
- Maintain, upgrade company website to insure website maximum functionality.
- Working on multiple projects simultaneously, meeting goals and targets.
- Create Video editing & Motion Graphics for event teasers & Social Media/Online Advertising.

## **PrintStop Graphics & Printing** (Mississauga) [www.printstop.ca](http://www.printstop.ca)

### **Graphic Designer / UX Designer**

April 2013 - August 2016

- Maintained brand identity across multiple brands.
- Manage corporate marketing for key products and events, managing Direct Marketing, Events and Sponsorships to ensure profitability.
- Reviewed and verified calculations, design models, drawings and design documents for quality, accuracy, neatness, functionality, and satisfactory completion
- Managed Bonus program and Instant Finance marketing and design throughout production phases, overseeing project life cycles to ensure success from conception to completion.
- Generated concepts and followed through to production.
- Designed everything from billboards to e-blasts, web ads, magazine ads, print collateral, signage, apparel, brochures, web assets, POP displays, special projects and more.
- Upheld industry standard file management systems.
- Ensure consistency and quality of print/graphic materials.
- Ensure deliverables are completed within set timelines for all parties.
- Execute other graphic design duties as required and assigned
- Worked to create user-friendly and appealing application interfaces and websites for users. Met with the web standards.
- Creating rough mock-ups that were refined and extended over many iterations. Once development was underway, made adjustments to mock-ups as necessary to address problems encountered by developers.
- Performed detailed quality reviews of the developed apps to ensure fidelity to mock-ups.
- Ensured mock-ups met both visual and textual branding standards. Defined and documented website design standards when needed.
- Created and maintained templates for the Print Stop usability.
- Extended website functionality by creating custom object state and style sheet panel for use by Print Stop website.
- Created clickable prototypes when needed.

## **MUI Scientific (Mississauga)** [www.muiscientific.com](http://www.muiscientific.com)

### **Graphic Designer**

June 2012 - March 2013

- Provide Creative marketing and communications materials for the company.
- Provide complete range of trade show displays from island displays to table top displays includes “ Roll ups,Popups, Posters, Banners “.
- Collaborate with Marketing manager and internal partners in the development of themes and execution of visual communications and collateral for internal events.
- Develop multimedia presentations “ Flash, PowerPoint “ according to best practices and brand standards as required.
- Produce original photography as required.
- Ensure corporate design standards are adhered to in the production of all print and electronic materials.
- Ensure consistency and quality of print/graphic materials.
- Ensure deliverables are completed within set timelines for all parties.
- Execute other graphic design duties as required and assigned
- Provide quarterly science magazine provided with the company.

## **The UPS Store (Mississauga)**

### **Graphic Designer / Web Designer**

December 2011 - May 2012

- Provide marketing and communications materials for a range of internal and external projects and initiatives.
- Provide in-house design support for a selection of external marketing and communications materials (i.e. newsletters, conference materials).
- Collaborate with Production & Design Lead and internal partners in the development of themes and execution of visual communications and collateral for internal events.
- Develop PowerPoint presentations according to best practices and brand standards as required.
- Produce original photography as required.
- Ensure corporate design standards are adhered to in the production of all print and electronic materials.
- Ensure consistency and quality of print/graphic materials.
- Ensure deliverables are completed within set timelines for all parties.
- Execute other graphic design duties as required and assigned

## Education

### **FINE ARTS FACULTY / Helwan University**

Bachelor's degree, Art / Art Education, General,  
Grade: **A**, 83.68%

### **Amoun Private School**

High School, grade1 - grade 12

## Contacts:

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# Thank You

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