



ALAA ELALFI

GRAPHIC DESIGNER



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A Mississauga, Ontario
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+ Summary

Graphic Designer experienced with corporate identity, packaging, print collateral, advertising, annual reports, T-Shirts, Promo Products, 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.

Excellent skills in Photoshop, Illustrator, Indesign. Very Good Skills in HTML, CSS, Flash, Premier and After effect. Strong troubleshooting skills Mac or PC.

i General info

INTERESTS

Music Photography
 Cooking Decorations

☰ Experience

- Sep 2016 - Dec 2019** **ZR Printing & Graphics**
Mississauga, Canada
Graphic Designer / Marketing Assistant
- Apr 2013 - Oct 2016** **Print Stop Graphics & Printing**
Mississauga, Canada
Graphic Designer/ UX Designer
- Jun 2012 - Mar 2013** **Mui Scientific**
Mississauga, Canada
Graphic Designer
- Dec 2011 - May 2012** **The UPS Store**
Mississauga, Canada
Graphic Designer / Web Designer

<> Skills

Adobe Photoshop	●●●●●●●●●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●●●●●●●●●
Adobe Indesign	●●●●●●●●●●●●●●●●●●
Adobe After Effect	●●●●●●●●●●●●●●●●●●
Adobe Premier	●●●●●●●●●●●●●●●●●●
FinalCut Pro	●●●●●●●●●●●●●●●●●●
MS OFFICE	●●●●●●●●●●●●●●●●●●
CSS	●●●●●●●●●●●●●●●●●●
HTML	●●●●●●●●●●●●●●●●●●
PHP	●●●●●●●●●●●●●●●●●●
SKETCH / ADOBE XD	●●●●●●●●●●●●●●●●●●
WIDE FORMAT PRINTING	●●●●●●●●●●●●●●●●●●
PHOTOGRAPHY	●●●●●●●●●●●●●●●●●●

🎓 Education

B.Sc. Arts and Art Education
Faculty of Art Education, Helwan
University, Cairo, Egypt
Accumulative Grade : Very Good

Microsoft (MCAD) Training
Courses : SQL Database, .Net Programming (MCAD)



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Summary

Graphic Designer experienced with corporate identity, 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.

My art direction skills spring from branding and identity work and have developed through major advertising agency experience. 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 Photoshop, Illustrator, Indesign, and Dreamweaver. Strong Skills in HTML, CSS, Flash and After effect. Strong troubleshooting skills Mac or PC.

Experience

ZR Printing & Graphics (Mississauga) 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

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

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

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