



Shireen Abou Shakra

Senior Graphic Design

Dubai

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– My Portfolio –

About Me

- Generally, I am a graphic designer, designing logos (in addition to branding), besides social media content creation and social media accounts management.

PROFESIONAL EXPERIENCE

Concrete Studio: (Al Ain)

Senior Graphic Design Since Mar 2023 till Present

- The ability to generate original and innovative design concepts, layouts, and visual elements.
- Profound understanding of color theory and the use of color to evoke emotions and create effective designs.
- Managing multiple design projects, adhering to deadlines, and coordinating with clients and team members.
- Developing and maintaining consistent visual brand identities for clients or organizations.
- Leading and mentoring junior designers or design teams.
- The ability to find creative solutions to design challenges and client requirements.

Asharq News: (Dubai)

Senior Graphic Design Since Oct 2022 till Mar 2023

- Conceptualize and develop creative designs for a range of projects, including marketing materials, branding, packaging, digital assets, and more.
- Collaborate with cross-functional teams to understand project requirements and deliver designs that meet the objectives and goals of each project.
- Manage multiple projects simultaneously, ensuring all deadlines and deliverables are met on time.
- Stay up-to-date with the latest design trends, tools, and technologies to ensure the company's design capabilities are current and competitive.

Digital Orks:
(Dubai) (Remotely)

Senior Graphic Design Since Aug 2020 till Sep 2022

- Working with clients' ideas and managing their expectations.
- Developing concepts, graphics and layouts, including making decisions about fonts, images, readability and readers needs.
- Determining size and arrangement of copy and illustrative material, as well as font style and size.
- Preparing rough drafts of material based on an agreed brief.
- Reviewing final layouts and suggesting improvements if required.
- keeping up to date with design and software trends.

Skills

- Developing a strategic plan that defines the brand's purpose, values, target audience, and positioning in the market.
- Conducting market research to understand consumer behavior, market trends, and competitors in order to make informed branding decisions
- Establishing and documenting clear brand guidelines to maintain consistency in all brand materials.
- The ability to generate eye-catching and compelling visuals, including images, graphics.
- Knowledge of typography and the skill to select and manipulate fonts to create visually appealing text.
- Skill in arranging design elements and text in a visually pleasing and well-structured way.
- Ability to edit and enhance images for social media, including cropping, retouching, and applying filters.

Education:

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- Media and communication | Damascus University

Languages

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- Arabic (Mother Language)
 - English (Good)

PERSONAL INFORMATION

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- **Date of Birth:** 29/11/1997
 - **Nationality:** Syrian
 - **Marital Status:** Single
 - **Visa Status:** I have ID