

Heba Sayed Frag Abd EL-Maksoud

Senior – Graphic Designer

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<https://www.behance.net/HebaSayed2017>

OBJECTIVE

A graphic designer Specialist who's always follow the new trend, do the analytics, and interacting with people through social media, responsible for creating and publishing content on all social media platforms to grow an audience, build brand awareness, and ultimately, boost sales.

EDUCATION

- B.Sc. Agriculture - Garden Landscape Department - Cairo University- 2007.
- Radio and TV broadcasting Diploma at Mass communication faculty – Cairo University – 2012.

EXPERIENCE

- Graphic designer.

Projects: Reference Behance link: <https://www.behance.net/HebaSayed2017>

- Olphin care (Cleaning products)
- Dorra el namozgy Hospital
- Sunday Ice cream.
- Amazr Scent (diffuser device)
- Tekeya app (food)
- Dr. Seif Samy (Dentist).
- ROLA's.(cosmetics products)
- Dr. Doaa (Dentil Clinic).
- Boska Sweet.
- Afandina EL-Bahar (Food).
- Vision Company.
- Acacia Scarves. (Clothes)

- Social media Specialist for Tekeya app.
- Training at International Academy for consulting and training included (preparation and presentation Lo TV-montage –director-TV cameras).
- Head of media and PR at One of the charities (2010-2016).

Job Description: -

- Design eye-catching graphics, illustrations, and social media content that align with client branding.
- Develop the visual identities and brand assets for clients across industries.
- Collaborate with the marketing and creative team to brainstorm and execute design concepts.
- Ensure all visuals are optimized per platform requirements (Instagram, TikTok, META) and target audiences.
- Stay on top of design trends, platform updates, and emerging technologies.
- Maintain file organization, proper asset archiving, and consistent visual standards.

- Use AI tools software to streamline workflows and boost creativity.
- Adapt and revise content based on feedback while meeting tight deadlines.
- Create and edit videos, including montages and interactive elements.
- Design logos and brand identities for businesses.
- Design printed materials such as profiles, brochures, flyers, and print advertisements.
- Develop creative and purposeful designs for both digital and print materials that align with the company's needs and brand identity.
- Work closely with marketing and content teams to ensure design consistency with target messages.
- Maintain innovation in designs and ensure high-quality output in all projects.

COURSES

- Graphics Design Diploma 2017 (YAT learning center / Career Collage)
- Digital Marketing Diploma (Marketers Academy).

SOFTWARE SKILLS

- Adobe Photoshop.
- Adobe Illustrator.
- Adobe after Effects.
- Adobe Premiere.
- Excel.
- PowerPoint.
- Outlook.

TECHNICAL SKILLS

- Social Media Planning & Strategy.
- Social Management.
- Strong Analytical and reporting skills
- Knowledge of Social Media platforms: Snap Chat, Tiktok, Meta (Facebook, Instagram, and Threads).
- Ability to compare cost per leads on different social media platforms and make reports.
- Ability to recommend the best strategy, tools, executions, and implementation for digital campaigns.

SOFT SKILLS

- Time management and task prioritization.
- Effective communication and negotiation.
- Quick, decisive decision-making.
- Team organization and motivation.
- Proactive problem –solving.
- Strategic analysis and decision-making.
- Innovative thinking and adaptability.

- Deep understanding of business.
- Ability to manage multiple projects at time while paying strict attention to detail.

LANGUAGES

- Arabic (Native Language).
- English (Good).